SEPTEMBER 26, 1959

foreign trade

NADA

COPY A
OCT 17 1959
DOCUMENT

CAIRO BRIEFS THE EXPORTER (pages two to six)

Established in 1904

foreign trade

OTTAWA, SEPTEMBER 26, 1959 Vol. 112, No. 7

cover A Sudanese farmer in the well known Gezira area, where high quality cotton grows, controls the flow of water on some of his irrigated land. With cotton sales improving, he is looking forward to a better year. Current conditions and the trade picture in the Sudan, and in five other countries in which the Commercial Secretary in Cairo promotes Canadian trade, are outlined on pages two to six. —UN Photo

2 Cairo Briefs the Exporter . . . *on Aden, Cyprus, Egypt, Ethiopia, Saudi Arabia and the Sudan—countries that few exporters visit.*

6 Cultivating the British Consumer . . . *after 20 years' exclusion from the market, will require a sales technique nearer the North American type than in the Britain of two decades ago.*

13 French Step Up Plastics Production . . . *by as much as 30 per cent last year, though industry must still import some raw materials. Relaxation of import controls on plastic products should make selling there easier.*

16 New Zealand Meat Sales Boom . . . *record shipments to the U.S. in 1958 practically eliminated the country's dollar shortage. Assured outlets in future should hold meat prices firm.*

19 Portugal Looks Ahead in Pulp and Paper . . . *and predicts that a time of complete self-sufficiency in paper production is just around the corner.*

11 Belgians Buy More Beverages

18 West Germany: Retail Grocers Reorganize

21 Trade Commissioners at Work

32 Radio Stations for Export

22 Businessman's Bookshelf
8 Commodity Notes
27 Foreign Commercial Representatives in Canada
30 Foreign Exchange Rates
12 Tours of Territory
12 Trade Commissioners on Tour
23 Trade and Tariff Regulations
14 Transportation Notes

CANADA

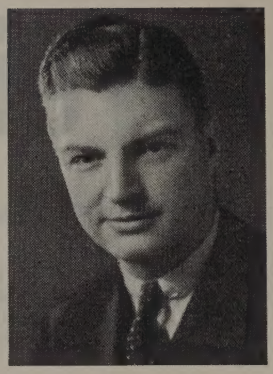
Published fortnightly by the Department of Trade and Commerce.
The Hon. GORDON CHURCHILL, Minister, JOHN H. ENGLISH, Deputy Minister.

Please forward all orders to: Queen's Printer, Government Printing Bureau, Ottawa.
Price: $2.00 a year in Canada; $5.00 abroad. Single copies: 20 cents each.

Material appearing in this magazine may be freely reprinted, preferably giving credit to "Foreign Trade".

71774-4—1

CAIRO BRIEFS THE EXPORTER



D. S. ARMSTRONG, the Commercial Counsellor at the Canadian Embassy in Cairo, Egypt, for the past 2½ years, is charged with promoting Canadian trade over a vast area. His territory includes Aden, Cyprus, Egypt, Ethiopia, Saudi Arabia, and the Sudan—some 2.7 million square miles, with a total population estimated at about 55 million. Mr. Armstrong has made two trips throughout this territory since he has been based in Cairo and knows something of its trading possibilities and problems at first hand. Previous service as Trade Commissioner in Singapore (1951-56) had already given him some acquaintance with the East. The export trade of the countries that he covers totalled about $1.5 billion in 1957 and tended to be concentrated on a few products—such as crude petroleum, raw cotton, and green coffee. Their imports usually average about $1 billion or $1½ billion a year. Canada's share in the market totalled about $3.3 million in 1957 and $3.6 million last year, with wheat and wheat flour in top place, going chiefly to Egypt and Saudi Arabia. Mr. Armstrong arrived in Canada late this summer and in mid-September began a tour of Canada. The reports on his territory that follow give interested exporters a quick look at each country. Businessmen who want further information on any of them should arrange to talk with Mr. Armstrong during his tour; for his itinerary see page 12.

ADEN

ADEN is a colony of Britain situated at the tip of the Arabian Peninsula. Its geographical position resembles the hub of a wheel whose spokes are the Persian Gulf, the Red Sea, and the trade routes to the Far East and East Africa. This gives Aden its importance as a depot for supplying ships with fuel and water. Nearly 50 ships a day call at the port on the average, and the oil refinery at Little Aden is virtually the colony's only industry. There is no agriculture carried on in the colony but the neighbouring protectorate has made considerable progress in recent years in growing cotton.

Good port facilities, banks, telegraph and postal services provide Aden with the requisites for an entrepôt trade of some importance. It buys manufactured goods from Western countries, India and Japan and sells them to British and French Somaliland, and countries bordering on the Red Sea and the Persian Gulf. Similiarly it imports coffee and other local produce, sometimes grades and repacks these commodities, and then ships them abroad.

Imports from the dollar area may enter Aden under Open General Licence except for a short list of products that require individual licences. However, experience has shown that the long distances and high ocean freight costs from Canada make it difficult for exporters to compete with traditional European and Far Eastern sources of supply.

Imports from Canada: $2,000 in 1958.

Leading import: automobile parts.

Exports to Canada: $62,832 in 1958.

Leading export: green coffee.

CYPRUS

THE island of Cyprus in the astern Mediterranean is a British olony but as a result of an agreenent negotiated early this year, it is xpected that it will attain full indeendence at some point. Cyprus has lecided to remain in the sterling rea but has made no decision about taying in the Commonwealth.

Political developments of this ype bring economic questionnarks. Some years ago, the relaively high standard of living was upported and the adverse trade alance compensated by a thriving ourist industry and more recently y military expenditures. The tourists may return but defence spendng will certainly be cut. Cyprus will lso have to pay for its own rather arge civil and military services. Jnless it obtains outside assistance, herefore, the island may have to dopt a measure of austerity.

Cyprus exports iron pyrites and sbestos, plus a few agricultural roducts such as potatoes, carobs, ruit, olive oil, and wines and randy. There is little industry turng out goods for domestic conumption and virtually all consumer oods and some foods are imported. mport controls, which were relaxed omewhat in January 1959, follow he pattern of those in many British olonies.

Trade with Canada in recent ears has rarely exceeded £200 housand, mainly in products not btainable from other sources. On ccasion, interest is shown in Canaian wheat but because of difficulies in selling the domestic surplus f durum wheat, Cyprus has had to ay more heed to the price than to he quality of imported supplies. As n trade with Aden, one of the basic roblems facing Canadian exporters s the long distance between the two ountries, the absence of direct hipping connections, and the high cean freight rates. Offers from European suppliers are usually nore competitive.

Imports from Canada (est.): 46,000 in 1958.

Leading imports: medicinal and proprietary preparations.

Exports to Canada (est.): $50,000 in 1958.

Leading exports: brandy and wines, non-sparkling.

EGYPTIAN REGION, U.A.R.

EGYPT'S foreign trade last year (see table below) rose to $1,100 million from $969 million in 1957, but the trade balance showed an unusually large deficit. The comparison with 1957 (when the trade deficit was abnormally low) is unrealistic: the two years taken together give an average unfavourable balance of $124 million and this is more typical. Trade deficits are traditional for Egypt and are compensated for by income from the Suez Canal and from the tourist trade and by drawing on foreign exchange reserves. The latter have dwindled to a minimum at present and many essential purchases of both capital and consumer goods are being financed by long-term credits extended by supplying countries.

Trade Agreements Important

In recent years the United Arab Republic has concluded trade and payments agreements with a number of trading partners—mainly in Eastern Europe, but also with Spain, Austria, France and a few Afro-Asian countries. These agreements usually provide for the exchange of lists of goods to a stated total value, with payments debited or credited to accounts in the national banks in local currencies. The transfer of funds does not enter into trade transactions except in a few cases—for example, Japan—where balances are settled annually in an acceptable international currency.

The effect of these agreements has been to put two-thirds of Egypt's foreign trade on a bilateral basis—a sort of barter where true costs are not always discernible because a loss in one commodity sold may or may not be made up by a profit on another product purchased. Sometimes a credit balance in a clearing account with one country is transferred to meet a debit balance in the account with another country.

It is worth noting that Suez Canal tolls are always excluded from such payments agreements and are collected in convertible currencies.

Although Egypt has no formal agreements of this kind with most Western European or North and South American countries, from time to time various types of private arrangements have received official endorsement. These may be between one or more groups in Egypt and a similar organization in a European country, or between importers and exporters in Egypt. This trend to bilateralism has given rise to the "switcher"—a specialist in organizing parallel, triangular or even multiangular transactions, and juggling premiums and discounts with multiple rates of exchange. The advent of the switcher has been

FOREIGN TRADE OF EGYPTIAN REGION, U.A.R.

(in E£ million)*

	Imports from		Exports to		Balance of Trade	
	1957	1958	1957	1958	1957	1958
Arab League	17.9	10.2	18.5	13.0	+ .6	+ 2.8
Communist Bloc	50.5	84.7	83.3	81.6	+32.8	− 3.1
Western Europe	70.3	102.2	39.0	42.5	−31.3	−59.7
Asia, Africa and Australasia	24.0	19.5	21.0	21.6	− 3.0	+ 2.1
North and South America	19.8	21.6	8.2	3.7	−11.6	−17.9
Total	182.5	238.2	170.0	162.4	−12.5	−75.8

*One Egyptian pound=2.7 Canadian dollars (official exchange rate)

accompanied by a decline in the importance of the sales agent, because selling an imported commodity under present conditions when most imports are scarce is less difficult than arranging payment.

Payment without Transfer

Another fairly common method of financing imports into Egypt has become known as payment "without transfer of foreign exchange"—the words used on import licences. Here the foreign currency originates with a non-resident, very often a Saudi Arabian or a Kuwaiti, who wishes to have money in Egypt for investment or similar purposes. A resident can buy such foreign exchange for a sizable premium and use it to purchase imported commodities approved by the licensing authorities. The switcher normally acts as an intermediary between the non-resident investor and the Egyptian importer.

Other Arrangements

The United Arab Republic is engaged in a program of industrialization that puts a heavy strain on foreign exchange resources. Part of the cost is financed by long-term credits extended by some of the Communist countries and by West Germany, Italy, Switzerland and Japan. These are also bilateral agreements, with the credits available only for use in the supplying country. Another special arrangement recently revived is the United States International Co-operation Administration program for assistance in the economic, educational and social fields. The program is likely to grow in size and importance; already a number of surplus agricultural commodities have been sold to Egypt for local currency.

Trade with Canada

Egypt and Canada exchange most-favoured-nation treatment, but Egypt's trade with countries with whom it has no payments or trade agreements, industrial credits or special arrangements, has declined in recent years. Canada's exports to Egypt in 1958 were valued at $1.2 million, and imports from Egypt at $271 thousand. The trend to bilateralism has, in effect, tied up all available foreign exchange earnings from exports and even from Suez Canal tolls and the tourist trade so that there is little exchange available for products from "non-agreement" countries. In addition, barter arrangements tend to channel products available for export to "agreement" countries and these products are often not readily available to importers in other countries on competitive terms. Commodities licensed for import from such countries are limited to a small range of essential raw materials, spare parts, machinery and medicines that cannot be obtained from any other source.

A senior official in the U.A.R. Ministry of Economy said to me: "We would like to buy many things from Canada; your products are good value and good quality and we like the way you do business. But unless we can sell more to you, there is no way we can increase our imports."

Imports from Canada: $1.2 million in 1958.

Leading imports: wheat flour, sulphite pulp, medicinal preparations.

An Egyptian farmer uses his camel, traditional means of transport, to carry a traditional crop, cotton, to market. Egypt ranks fifth among world cotton producers

Exports to Canada: $271,235 in 1958.

Leading exports: fresh onions, dried vegetables, animal charcoal.

ETHIOPIA

THE economy of Ethiopia is predominantly agricultural, with coffee contributing 60 per cent of export earnings. In the past ten years coffee shipments have increased steadily and have provided enough foreign exchange for a rising import trade, a modest development program, and an increase in the reserves.

Last year the trend was reversed. World coffee production is well above consumption and although Ethiopia's share of the world market has held steady and even increased, prices and quantities shipped have both declined and for the first time in eight years foreign exchange reserves have decreased. The situation is far from serious but experts agree that the future depends on the state of the world coffee market. Ethiopia may have to take steps to cut down her import and development programs.

Ethiopia's main sources of supply are Italy, West Germany, the United Kingdom, the United States and Japan. Canada has not up to

now developed a continuing market there for many export commodities. Yet, with few foreign exchange and import controls, there are opportunities to market more consumer goods in Ethiopia. Unfortunately, high freight costs eliminate many Canadian products. In addition, the relatively low purchasing power of the Ethiopian (about one-sixteenth that of the average Canadian) means that the demand is for low-quality, low-priced lines.

Imports from Canada: $109 thousand in 1958.

Leading imports: tires for trucks and buses, whisky.

Exports to Canada: $19,914 in 1958.

Leading exports: live animals, green coffee.

SAUDI ARABIA

WITH a revenue from petroleum exports of $350 million a year and perhaps $50 million from Moslem pilgrims, Saudi Arabia offers an interesting market for many dollar commodities. Apart from petroleum production and refining, it has virtually no local industry and little agriculture; nearly all food, clothing, transport and public service equipment, many building materials, and most consumer goods must be imported.

Import licensing and foreign exchange problems are at a minimum. Only basic foodstuffs such as wheat, rice and sugar are under licence and foreign exchange is granted for these at the official rate. All other commodities—except for a small number of luxuries, which are prohibited—can be imported freely with foreign exchange available in the open market. Government departments have their own foreign exchange budgets for public projects. All imports for the market are paid for by letter of credit.

Persistence Needed

Developing a market in Saudi Arabia for a particular commodity requires considerable persistence and patience on the part of the Canadian exporter. Saudi merchants have had only a short history of foreign trade and they are inclined to be conservative, sceptical and, of course, price-conscious. Exclusive agencies are the exception rather than the rule. Few of the older businessmen speak English and routine business correspondence presents a problem. Offers without catalogues and (where possible) samples are seldom productive. Quotations should be c. & f. Jeddah (on the Red Sea) or Damman (on the Persian Gulf).

In the last four years, Canadian exports to Saudi Arabia have increased from $1.2 million to over $2 million. About half of this total represented wheat sales—the Saudis prefer reddish coloured seed wheat although it is expensive compared with other grades. Considerable quantities of flour are imported, but so far Canadian qualities and prices have been too high to develop volume business. Canadian flour sales last year were worth $50,000. The range of other Canadian products sold is considerable and includes canned foods, clothing, cars and trucks, parts and accessories, domestic appliances, clocks, pens and pencils. Exports from Saudi Arabia to Canada last year totalled nearly $70 million, almost all of which represents crude oil.

Imports from Canada: $2.0 million in 1958.

Leading imports: wheat flour, automobiles, clocks and parts.

Exports to Canada: $68,023,442 in 1958.

Leading export: crude oil ($68.0 million).

These Ethiopian girls are pictured at work in the cotton mill built recently in the capital, Addis Ababa. It represents one further step in the country's industrial progress. —IBRD Photo.

THE SUDAN

SINCE gaining independence in 1956, the Sudan has had trouble marketing its cotton crop. Because cotton accounts for some 75 per cent of the export income, both the development and import program, dependent upon foreign exchange earnings, have had to be curtailed. In March of this year, the Sudan removed all reserve prices at the cotton auctions and sales since then have been brisk enough to dispose of a two-year surplus and make inroads into the current crop. An upturn in the world textile industry after a three-year slump came just

at the right time for the Sudan's cotton sales. Canadian buyers found Sudanese prices attractive enough to purchase over £2 million worth of cotton for the first time in many years.

This improvement in the trading position should lead to less restrictive import controls, although much depends on the course chosen for economic development and on the financial assistance that the Sudan can obtain from outside sources. So far grants and loans have been forthcoming from the World Bank, the United States and the United Kingdom, and barter agreements have been signed with a number of Communist Bloc countries.

Sudan's main trading partners are the Egyptian Region of the U.A.R., the United Kingdom, France and West Germany. In recent years, Canadian sales to Sudan have been limited to about $200 thousand worth annually of farm machinery of a type not available from other sources. Recent sales of cotton to Canada have made prospects for increasing Canadian exports more promising—especially for trucks, cars, tractors and agricultural implements.

Imports from Canada: $185 thousand in 1958.

Leading imports: disc harrows and parts, shoe machinery and parts, planks and boards.

Exports to Canada: $80,058 in 1958.

Leading exports: amber and arabic gums, raw cotton. ●

Cultivating the British Consumer

More Britons with more money to spend, the chance to buy on the instalment plan, and the opening of the door to North American consumer goods—these spell opportunity for the Canadian exporter who can appeal to British tastes.

S. G. TREGASKES, *Commercial Secretary, London.*

TWO recent developments in Britain should encourage Canadian manufacturers of consumer goods to try their fortune in the United Kingdom market. One, of course, is the removal on June 8 last of import restrictions on a wide range of consumer goods coming from dollar countries. The other is the buoyant British demand for many types of these goods. The first of these developments was discussed in an article in the June 20, 1959, issue of *Foreign Trade*. The second deserves some study here.

The consumer products industries in Britain itself are enjoying record sales this year; they are apparently finding it difficult to satisfy public demand. Makers of consumer durables are doing particularly well and production records topple each successive month. The exceptionally fine summer weather has helped the camera and photographic industries, manufacturers of sports goods and camping equipment, and the suppliers of gardening, boating and other outdoor requisites. Only the clothing and textile trades have found the trend of retail sales rather disappointing, although even in some sections of these, sales have been good.

Sales of Consumer Durables

	Jan.-Feb. (£'000)	
	1959	1958
Gas stoves	145.7	93.3
	Jan.-March (£'000)	
	1959	1958
Electric stoves	120.5	74.9
Refrigerators	147.2	90.4
T.V. sets	548.7	458.6
Washing machines	264.6	156.1
	Jan.-April (£'000,000)	
	1959	1958
Furniture	40.8	35.1

The figures on the left show sales during the first few months of 1959 compared with the same period last year confirm the upsurge in consumer spending.

The boom in the sale of consumer goods has resulted from several factors: the reduction in the purchase tax and in the rate of income tax announced in the last United Kingdom budget; the recovery in employment, which is at its highest level since 1957; a rise in average weekly earnings to a record high, and the ending a year ago of restrictions on instalment buying. These developments have contributed to the general public's

feeling of optimism and buoyancy and this is the major force behind the spending spree.

Weekly Earnings Up

The average weekly earnings in United Kingdom industry for the final week of April 1959 reached £13 0s. 0d. ($35.10 Canadian), an all-time high and 2.4 per cent above the corresponding figures for 1958. By Canadian standards $35.10 a week may seem low, but the reader should remember that in the United Kingdom nearly one out of every two people is in the labour force, compared with just over one out of every three in Canada. On this basis, the income per family unit in the United Kingdom bears a reasonable relationship to the income of the family unit in Canada.

More Instalment Buying

Purchase on the instalment plan is finding a much readier consumer acceptance, particularly since the removal of credit restrictions a year ago. This year instalment debt at the end of June was estimated at £763 million, £97 million higher than at the end of March. Cars accounted for two-thirds of the debt increase in recent months and consumer durables for the remainder. The latest figure of consumer instalment debt is equivalent to £15 per head of population; the comparable figure for the United States is about £80 a head. In relation to personal income, instalment debt in the United Kingdom is still only about 4 per cent, compared with over 9 per cent in the United States. The recent rate of growth of instalment buying in the United Kingdom, however, suggests a trend that, if continued, will involve the British consumer in instalment-buying commitments as heavily as his United States counterpart.

Distribution Methods

With the increase in purchasing power and consumer spending goes a trend toward what might be described as North American sales methods. Credit and instalment selling have already been mentioned. Other evidences of change are the growth of retail chains, more convenient and attractive packaging, and all the familiar devices to lure the customer and encourage impulse buying. One notices this trend particularly in the food and grocery stores of the larger centres but it is apparent also in other classes of trade. In time it could influence the established pattern of importing as competition forces the distributing chains to make quantity purchases direct from suppliers, rather than buy as need dictates through agents, brokers or wholesalers.

Canadian cheese ranks among the products that the British consumer buys and appreciates. Earnings today are rising and purchases should also increase.

Expect Stiff Competition

Canadian exporters who want to get into the British market once again after twenty years of exclusion must recognize that competition will be stiff. During those two decades, U.K. industry has become much more diversified and emphasizes the mass production of a wide range of consumer goods far more than in the prewar years. Nevertheless, the Canadian will probably not find it any tougher than the domestic market and the tariff preference applicable to most Canadian goods in this field will help in meeting foreign competition. Some Canadian companies will find also that their products offer advantages of styling, packaging, finish, or range of sizes. Others will be able to compete purely on price and some may discover that their products are unique or exclusive.

Canadian manufacturers who are not already selling or attempting to sell in the United Kingdom would be well advised to write to: The Minister (Commercial), Canada House, London, S.W. 1, for preliminary market information on their products and for advice on channels of distribution, advertising media, tariff rates, suitable trade fairs at which to display goods, agents, and all related matters. The "hard sell" may be needed here in Britain but some Canadian manufacturers will find that the effort brings results. ●

Commodity Notes

Air Compressors

MEXICO—Jacuzzi Universal, S.A., well-known pump manufacturers, are making complete (no parts imported) air compressors in their Monterrey plant. This is the first time that compressors have been manufactured in Mexico on a large scale. Company officials report that the firm can produce enough compressors, large and small, to fill Mexico's needs. Local production will eliminate annual imports of new machines worth several million dollars as well as reduce the need for importing repair and replacement parts—Mexico, D.F.

Aluminum

JAMAICA—Aluminium Products Ltd. of Jamaica has added Canada to its growing list of export markets for outdoor aluminum furniture with an initial $6,000 order shipped during August. The local company already exports to Tangier and Gibraltar—Kingston.

MEXICO—Plans are under way to build an aluminum plant in the State of Veracruz, with a reported production capacity of 20,000 tons of aluminum ingots a year. The new company will be known as Aluminio de Mexico, S.A. and has been capitalized at $15 million. Bauxite ore for this operation will be imported—Mexico, D.F.

Automobiles

BRAZIL—The German automotive firm of Carl F. Borgward G.m.m.H. of Bremen will establish a plant in Brazil to turn out its *Isabella* model. The parent company intends to invest $3.9 million in the Brazilian subsidiary. The plant, to be called Borgward do Brasil S.A., will also receive equipment and machinery valued at $4.9 million, to be imported under SUMOC Instruction 113—that is, without exchange cover—Rio de Janeiro.

WEST GERMANY—In 1958 the Common Market as an economic unit was the second largest automobile producer in the world. With a production of over three million units it followed the United States (over five million), and exceeded the United Kingdom (1.36 million) by a considerable margin. Volkswagen again led the Common Market with 553 thousand units, followed by Renault (409 thousand), Fiat (341 thousand), Opel (350 thousand) and Citroën (246 thousand).

In Germany, exports accounted for 49 per cent of production, in Italy for 42 per cent and in France for 31 per cent. Together, these three countries exported approximately 1.3 million automobiles.

Since the establishment of the Common Market there has been a noticeable trend towards consolidation among automobile manufacturers in different countries. Daimler-Benz has absorbed Auto-Union, Alfa Romeo has joined with Renault on the Italian market, and Citroën has been negotiating with the Lancia works —Hamburg.

Cable

SOUTH AFRICA—A South African firm is marketing a flexible, light, trailing cable which is said to have more built-in safety devices than those currently used by coal and gold mines. Special features include an extra conductor that cuts off power when a plug connection is unintentionally pulled from its socket. Power can only be restored when each end of the cable has been properly reconnected. A special screening device eliminates any danger of arcing if the cable is pierced accidentally—Johannesburg.

Cement

ITALY—Production of cement in Italy reached 12,656 thousand metric tons in 1958—an increase of 5.8 per cent over the previous year. Italy ranks third among OEEC countries as a cement producer and sixth in the world, after the United States, Russia, Japan, Germany and France—Rome.

Chemicals

UNITED KINGDOM—A British firm has developed a nitrated chloro-aniline derivative which is claimed to control botrytis or grey mould in greenhouse lettuce and tomatoes. The chemical is marketed as a yellow powder that can be applied to the soil before planting or dusted on the plants. It is odourless and non-toxic

to humans. One application has apparently provided control in extensive tests covering a range of soil types and lettuce varieties—London.

Electrical Equipment

COLOMBIA—The Colombian subsidiary of General Electric has bought a large site near Bogotá to set up a major factory. The factory and equipment, which it is estimated will cost a total of $15 million, will produce appliances such as refrigerators, radios, TV sets, and will assemble Caterpillar tractors and other agricultural implements. This factory, with the G.E. factory in Montevideo, is expected to supply electrical goods to the whole of South America—Bogotá.

Electronic Computers

BRAZIL—A new branch of the Economic Development Council of the Presidency of the Republic has been created, entitled GEACE—Grupo Executivo para Aplicação de Computadores (Executive Group for the Application of Computers). Its main objectives are to promote the manufacture in Brazil of electronic computers and parts and to stimulate financing of national and foreign organizations interested in expanding the electronic computer industry—Rio de Janeiro.

Fibreglass

NEW ZEALAND—A $1 million fibreglass insulation industry is to be established in Auckland. The new company—New Zealand Fibreglass Limited—is expected to be registered soon with a view to beginning production early in 1960. This venture is a joint undertaking of Australian Consolidated Industries and a large U.S. fibreglass manufacturer. The new firm is expected to meet all New Zealand's demands for fibreglass insulation material—Wellington.

Fish

BRAZIL—An agreement has been signed between a Japanese fishery company and the Hunting and Fishing Division of the Ministry of Agriculture enabling the Japanese company, in partnership with a local firm, to operate fishing vessels in Brazilian waters. The new mixed-capital firm plans to supply fresh fish, salted and dried fish, and fish byproducts. One to six fishing vessels will be transferred from Japan to the new company to begin production—Rio de Janeiro.

Garbage Trucks

MEXICO—Industrias Metálicas, S.A., is making a new line of closed garbage trucks in Monterrey, the first time that this type of body has been made in Mexico. The new line will be produced in two sizes —16¾ and 20 cubic yards. Each unit will be equipped with an imported hydraulic mechanism of 76,000 pounds of pressure. It is reported that municipal governments can now buy this type of garbage truck, made in Mexico, at about 50 per cent less than the imported counterpart—Mexico, D.F.

Motor Vehicles

BRAZIL—A new factory in São Paulo began production in June of Scania-Vabis diesel engines. Its initial capacity is 2,000 truck engines a year; 60 per cent of the component parts are manufactured in Brazil. Later, annual output will reach 3,000 units, with all parts made in Brazil, and a wider range of engines will be produced. There are now five engine factories in Brazil—two for diesel and three for gasoline types—São Paulo.

Natural Gas

FRANCE—The Lacq-Angoulème-Uantos gas line will be extended to Lyon by December 1959. Another project, a 20-inch line from Angoulème to Corbeil to feed and eventually displace the manufactured gas grid around Paris, will be completed in 1960. It will provide the Paris region with 140 million cu. ft. of natural gas a day—Paris.

Newsprint

HONG KONG—The 50 English and Chinese newspapers in Hong Kong, with a total daily circulation of some 400 thousand, use about 1,000 tons of newsprint a month in both roll and sheet form. The Colony's printing trade, which is currently exporting stationery to the South East Asian market, uses an additional 2,000 tons of newsprint and printing paper a month—Hong Kong.

Oil

BRAZIL—Production of crude oil in Brazil in 1958 totalled 18.9 million barrels, almost double 1957's 10.1 million. The major oilfields in Brazil are near Salvador, in the State of Bahia—Rio de Janeiro.

SOUTH AFRICA—The Shell Company of South Africa Limited plans to build a $67.5 million oil refinery near Durban to process about four million tons of petroleum products a year—Johannesburg.

Oil Refinery Equipment

NORWAY—Four Norwegian engineering firms have recently secured orders for equipment required at the new oil refinery which A/S Esso-Raffineriet, Norge (a subsidiary of the Standard Oil Company of New Jersey), is building at Slagen on the west side of the Oslofjord. These orders, which were for specialized

71774-4—2

equipment such as heat exchangers and pressure containers, were secured in competition with suppliers from other countries. American oil-refinery experts connected with A/S Esso-Raffineriet believe that Norwegian firms who can offer oil-refinery equipment at internationally competitive prices may well be able to develop export business in this line, supplying material to the numerous refineries currently under construction in Europe and other parts of the world—Oslo.

Pulp

SOUTH AFRICA—A $28 million pulp mill, with an estimated capacity of 200 tons per day, will be built in Swaziland on the banks of the Usutu River. It will make unbleached sulphate pulp for the paper and board industries and is scheduled to come into production in 1961—Johannesburg.

Pulp and Paper

UNITED STATES—Bowaters Southern Paper Corporation's plant at Catawba in South Carolina went into production recently about two weeks ahead of schedule. The new plant currently is producing wood pulp in excess of one-half the mill's rated capacity of 400 tons a day—New Orleans.

TAIWAN—Taiwan-manufactured papers are enjoying increasing sales in the South East Asian market. Principal items are newsprint, wood-free printing paper, bond, poster paper, and M.G. kraft and strawboard. The main buyers at present include South Korea, Okinawa, Thailand and Hong Kong.

There are 52 paper mills in Taiwan, of which 15 are reported to be solely engaged in manufacturing products for export. Seven of these exporters produce some 3,000 tons of newsprint, poster, wood-free printing and bond paper every month.

Four factories in Taiwan are now making about 2,500 tons of strawboard per month, of which up to 2,000 tons are available for export.

Still another plant is manufacturing paper pulps, chiefly sulphite pulps, at about 100 tons a day. This mill sells to the domestic market and is exporting to Japan at the current price of US$115 per ton. Reports suggest the possibility of an increase in the price of Taiwan's paper products—Manila.

Steel

SOUTH AFRICA—A plant for the reduction of manganese ore is being constructed near Durban. The first two electric furnaces are expected to be in production within the next few months and will turn out 120 tons a day of high carbon ferro-manganese. The plant will eventually have eight of the most modern furnaces in the world. Operating 24 hours a day they are expected to process about 300 tons of ore, 100 tons of coke and between 20 to 30 tons of lime. The total investment will probably exceed $30 million—Johannesburg.

ECUADOR—Kopper Co. Inc., Pittsburgh, in conjunction with Universal Mineral Resources Inc. of New York, is planning to build a US$10 million steel plant near Guayaquil. Construction will begin in January 1960 and the plant is expected to start producing by mid-1961. It will have an annual capacity of 33,000 tons of finished steel products. The plant will use titaniferous-iron beach sands available in Ecuador, augmented by iron ore imported from Peru—Bogotá.

FRANCE—French steel operations declined in the last half of 1958 to 7,068 thousand tons, compared with 7,537 thousand tons in the first half and 7,169 thousand in the last half of 1957. This was the first drop in several years. Output for the whole year, however, increased by 3.5 per cent over 1957 and France's share of total production in the European Coal and Steel Community increased from 23.6 per cent in 1957 to 25.2 per cent in 1958. Exports rose by 112 thousand tons to total 3,304 thousand tons. Franc zone shipments rose to 601 thousand tons—Paris.

Synthetic Hormones

MEXICO—Quimica Veracruzana, S.A. de C.V., of Córdoba, Veracruz, will begin the production of synthetic hormones using barbasco root and other medical and chemical substances as raw materials. This is the second firm in Mexico to go into production of synthetic hormones from barbasco root—Mexico, D.F.

Tractors

BRAZIL—A Finnish shipbuilding and machinery firm is reported to have received an order from Brazil for 200 medium-sized agricultural tractors which are to be delivered shortly. The same company has also recently received an order for four cargo vessels—São Paulo.

Watches

HONG KONG—This colony still holds its position as the world's second largest importer (after the U.S.) of Swiss watches, although last year only Can.$16 million worth of Swiss watches and movements were imported, compared with Can.$27 million in 1957. The drop is attributed partially to Communist China's policy of establishing buying agents in Switzerland instead of importing through Hong Kong, and to stricter measures adopted by other Far Eastern countries to curtail smuggling from Hong Kong—Hong Kong.

Belgians Buy More Beverages

though their total consumption of nolic drinks ranks far below that France or Italy. Beer continues to be national favourite, but soft drinks are gaining ground.

L. H. AUSMAN,
Commercial Counsellor, Brussels.

BELGIANS are now, on the average, consuming every year 271 pints of beer, 14.6 pints of wine and 2.3 pints of spirits per person.* Expenditure on alcoholic beverages has become a major item in the household budget, reaching nearly 18 per cent of the amount spent on food. From a fiscal point of view, domestic produced alcoholic beverages in 1957 contributed 2,610 million francs ($52 million) to the budget in the form of excise duties and taxes.

A very small percentage of the alcoholic beverages drunk is in the form of spirits. One-third (or less than one pint per capita) is whisky, cognac, rum and other imported products. Consumption of spirits, in fact, is appreciably lower in Belgium than in many other countries in Western Europe or in the United States. Of the following countries, only in the United Kingdom is the per capita consumption lower—(1956 statistics for most countries).

ANNUAL CONSUMPTION OF BEER, SPIRITS AND WINE

(per capita in pints)

	Beer	Spirits	Wine
Belgium	255.2	2.3	13.4
Netherlands	31.7	3.9	1.2
West Germany	128.5	4.2	16.0
France	51.0	3.5	168.4
Italy	7.0	2.8	157.7
United Kingdom	142.6	1.8	2.6
United States	105.6	7.0	6.0

A form of liquor control has been imposed in Belgium since 1919, when the Alcohol Act came into force. Before that time, as much as 9.86 pints of potable alcohol (50°) per person was consumed annually. The introduction of the Alcohol Act and the rise in living standards resulted in a drop to 2.1 pints at the outbreak of the Second World War. During the war years there was a small increase but the figure has again fallen gradually to 2.3 pints.

Home production of spirits is concentrated mostly on geneva-type gin. Although imported spirits are expensive, they have been gaining ground against local production. Imports of French cognac have virtually doubled since 1950 and in 1957 were valued at $1.3 million (exclusive of excise taxes). In whisky and gin, the rise has been even greater. Imports from the United Kingdom in 1957 amounted to $1.2 million compared with only $300 thousand in 1950. Other spirits are of less importance.

Belgian statistics do not classify Canadian shipments but the Dominion Bureau of Statistics records exports to Belgium in 1958 as follows:

Gin	121 gallons, valued at $40.
Whisky	2,979 gallons, valued at $20,112.

Whisky Sales Small

It is unlikely that Canadian or American whisky and gin will be imported into Belgium in substantial quantities. Among the reasons are the liquor control regulations, the consequent heavy consumption of beer, and also a distinct and strong preference for Scotch whisky.

Belgium has 18 distilleries, most of them mixed-type enterprises engaged primarily in producing either alcohol or yeast. Approximately half their total capacity is said to be lying idle. Exports, which before the war were quite substantial, have dwindled to practically nothing.

There are no Belgian statistics on the consumption of liqueurs but it is not believed to be high. Imports of liqueurs and other sweetened alcoholic beverages, mostly from France, are not large.

Wine Production

Wine consumption in Belgium is by no means insignificant, though it falls far below the French and Italian figures. It is currently estimated at 14.6 pints per head, compared with 10.2 pints in 1950.

Despite some progress in wine-making in Belgium during recent years, domestic production falls far below imports. In 1957 Belgian wine output totalled about 8,000 gallons, but imports reached 145,200 gallons, made up as follows:

Ordinary wine	96.8%
Sparkling wine	2.1%
Vermouth and similar wines	1.1%

France is the main supplier with 37 per cent of total imports. Others include Portugal (20 per cent), Italy (11 per cent) and Spain (11

* These figures are based on a study by the Kredietbank. To convert them to the basis of adult population, increase them by 30 per cent.

71774-4—2½

per cent). German, Swiss and Luxembourg wines are also sold, but in relatively smaller quantities.

Beer Is National Beverage

Beer retains its place as Belgium's national beverage, well ahead of all its competitors. Before the war consumption stood at 345 pints per person, but by 1958 it had dropped to 222 pints. It then rose steadily to the 1958 estimate of 271 pints.

The Belgium public seems to be showing an increasing preference for special qualities of beer. Imports rose from 1953 to 1957 by 72 per cent in value and 62 per cent in volume. The 58,300 gallons imported in 1957, although it represents less than 2 per cent of total Belgian production, was nevertheless equivalent to about 5.3 pints per head. German beer has gained most ground and import values have risen by 167 per cent since 1953.

Weather conditions during the summer months largely influence the consumption of beer. Rising prices in 1957 had little adverse effect but the Brussels World's Fair in 1958 did not come up to the brewers' expectations. The only notable trend during that period was a shift in demand from the provinces to the capital.

Another important influence is the consumption of mineral waters, lemonade and cola drinks, which has gone up rapidly during the past few years. The principal factors in the success of soft drinks are changes in living habits (especially among the younger generation), increasing participation in sports, and effective advertising campaigns. ●

Trade Commissioners on Tour

The following officers of the Trade Commissioner Service are undertaking tours in Canada. Their itineraries are:

D. S. ARMSTRONG, Commercial Counsellor in Cairo, Egypt:

Vancouver—Oct. 5-9
Calgary—Oct. 13
Winnipeg—Oct. 14-16
Toronto—Oct. 19-23
Windsor—Oct. 26
Sarnia—Oct. 26
Brantford—Oct. 27
Hamilton—Oct. 28
Guelph—Oct. 29
Fergus—Oct. 29
St. Catharines, Welland, Niagara Falls—Oct. 30
Montreal—Nov. 2-13
Ottawa—Nov. 16-27

M. B. BURSEY, Commercial Counsellor in Accra, Ghana:

Toronto—Sept. 25-Oct. 2
Montreal—Oct. 5-Oct. 10

When he completes his tour, Mr. Bursey will be posted to Oslo, Norway, as Commercial Counsellor.

H. J. HORNE, Consul and Trade Commissioner in Chicago:

Montreal—Sept. 28-Oct. 2
Toronto—Oct. 5-9
St. Catharines, Welland, Niagara Falls—Oct. 13
Brantford, Hamilton—Oct. 14

Businessmen who wish to see these officers should get in touch with the Board of Trade or Chamber of Commerce in the cities mentioned, with the following exceptions. In Toronto, Winnipeg and Edmonton, the Trade Commissioners make their headquarters at the offices of the Canadian Manufacturers Association; in Windsor, Ontario, at the offices of the Greater Windsor Industrial Commission; in St. John's, Ottawa and Vancouver, at the Department of Trade and Commerce; in Victoria, at the Department of Trade and Industry, and in Fredericton at the Department of Industry and Development.

Tours of Territory

J. H. BAILEY, Commercial Secretary in Bogotá, plans to visit Medellín and Cali in Colombia during September or early October.

D. H. CHENEY, Commercial Secretary in Lima, Peru, has postponed his visit to Bolivia until the latter part of October.

A. WORDEN EVANS, Trade Commissioner in Liverpool, England, will visit Birmingham during the week beginning November 1.

T. F. HARRIS, Consul and Trade Commissioner in New Orleans, will visit Dallas and Fort Worth, Texas, from October 19-23.

D. B. LAUGHTON, Agricultural Secretary in London, will visit Glasgow, Scotland, during the week beginning September 28.

P. V. McLANE, Commercial Counsellor in Athens, Greece, will visit Turkey from October 5-16.

R. K. THOMSON, Commercial Counsellor in Vienna, Austria, will visit Belgrade, Yugoslavia, during the second week in October, and Prague, Czechoslovakia, during the third or fourth week.

Businessmen who would like these officers to undertake assignments should get in touch with them at their posts as soon as possible. Write to Mr. Bailey at Bogotá, Mr. Cheney at Lima, Mr. Evans at Liverpool, Mr. Harris at New Orleans, Mr. Laughton at London, Mr. McLane at Athens, and Mr. Thomson at Vienna.

French Step Up Plastics Production

French plastics makers have pushed themselves up to sixth place among world producers; output still does not meet demand, however, and there are opportunities for foreign suppliers of plastic raw materials.

C. T. CHARLAND, *Assistant Commercial Secretary, Paris.*

THE French plastics industry, which was born during the war, has grown rapidly in the past decade and has become a large-scale producer, as evidenced at the *Fifth Plastics Exhibition* held recently in Paris. In 1958 the industry employed 52,000 people, with combined salaries totalling some fr.25 billion, or $60 million a year.

Production has gone up tenfold during the past ten years—from 20,000 metric tons in 1948 to 210 thousand in 1958. It has risen 25 per cent every year since 1955 and 30 per cent in 1958. Industry leaders are forecasting another record year in 1959 and expect increases ranging from 25 to 60 per cent in the output of polyethylene, polyvinyl acetate and polyester resins.

How Production Moves

Imports, though down 18 per cent from the previous year, totalled 39,000 tons in 1958. Exports continued to increase, mainly because of foreign sales of polyvinyl chloride and polystyrene, which reached 17,500 tons in 1958—a 70 per cent rise over 1957.

Despite this record of sustained growth, France still ranks sixth among the plastics-producing countries of the world, after the United States, West Germany, Britain, Japan and the Soviet Union. Per capita consumption is only 11 lb. compared with 27 lb. in the United States and 19 in Canada.

Until now, domestic demand has tended to outpace national output but this year for the first time production expanded more rapidly than consumption. With output expected to reach 335 thousand tons in 1961, this gap should be narrowed considerably.

The accompanying table shows the trends in the French plastics industry during the past three years. Production of polyesters in 1958 continued a buoyant upward movement—70 per cent higher than in 1957. Polyvinyl chloride (up 32 per cent), polystyrene (up 40 per cent), and polyvinyl acetate (up 30 per cent) also made headway.

Expansion Continues

Introducing plastics in France probably has been more difficult than in North America because of French regard for traditional materials and forms. However, the French plastics industry emphasizes contemporary design and lively use of colour, and has kept abreast of shifts in consumer tastes. Much of the industry's momentum has come from increased market acceptance and manufacturers are now busy expanding facilities and reaching out for broader markets.

FRENCH PLASTICS PRODUCTION

	1956	1957	1958
	(metric tons)		
Cellulose materials	5,000	7,000	8,300
Alkyd resins	5,200	6,500	8,300
Phenoplasts	15,700	17,900	19,700
Aminoplasts	13,200	14,900	17,650
Polyvinyl chloride	40,600	52,000	68,000
Polystyrene	17,100	20,000	28,000
Acrylic derivatives	1,290	1,500	1,900
Phenol formaldehyde	3,400	4,000	4,600
Polyesters	1,500	3,000	5,000
Vinyl acetate	5,500	10,000	13,000
Polyethylene	5,475	6,000	7,800
Superpolyamides	2,250	5,450	5,700

In an effort to meet local demand, Rhone Poulenc and Pechiney are about to start making polyethylene at their plants in Normandy. Pechiney has also concluded an agreement with Italy's Montecatini for the production in France of polypropylene. An increasing number of uses—particularly in the construction, lighting and auto industries—is expected to spur the establishment of further operations in France.

Sales Are Possible

The rapid postwar growth of the French plastics industry is forcing a market re-assessment. Although it limits opportunities for sales here of foreign plastic manufactures, it opens up a market for plastic raw materials. But it has also affected some of Canada's plastics exports to France. For instance, Canadian sales of polystyrene, valued at $2.5 million in 1954, dropped to $308 thousand in 1955 (after local production had started in France) and have now shrunk to $34,000. On the other hand, other synthetic resin exports climbed from $75,000 in 1954 to $2.3 million in 1956; they totalled $407 thousand in 1958.

However, with several types of thermoplastic and thermosetting resins being made in Canada, the recent relaxation of French import controls on plastic products should provide Canadian producers with an opportunity to expand their sales in this fast growing market. ●

Transportation Notes

Brazil

BRITAIN-BRAZIL SHIPPING SERVICE—The first of three new passenger ships for service between the United Kingdom and Brazil has been launched in Belfast. She is the 20,000-ton *Amazon,* built for the Royal Mail Lines and scheduled to make her maiden voyage in January 1960. Two sister ships, the *Aragon* and *Arlanza,* will complete the trio. All three vessels will be air-conditioned throughout. They will provide monthly passenger and cargo service between London and Buenos Aires, calling at Cherbourg, Vigo, Lisbon, Las Palmas, Rio de Janeiro, Santos and Montevideo —Rio de Janeiro.

DREDGING EQUIPMENT—The Export-Import Bank in Washington has signed an agreement with Brazil's Bank of Economic Development covering a loan of US$15 million for the purchase of dredging equipment. The dredges are to be used in several ports in Brazil as part of the country's economic development program. Contracts have been signed with Ellicot Machine Corporation of Baltimore and Diamond Construction Corporation of Savannah, Georgia, for the construction of two hydraulic dredges, and with Gunther & Zimmerman of California for the supply of auxiliary equipment. The value of each order is about US$5 million and delivery is scheduled within 10 to 12 months—Rio de Janeiro.

Canada

WINTER SHIPPING FROM QUEBEC—As a result of experience gained last winter, the J. Lauritzen Line of Copenhagen intends to establish a regular winter season shipping service in January 1960 between Quebec City and ports in the United Kingdom and the Continent.

Three ships strengthened for navigation in ice will be used; each will have a deadweight capacity of about 4,500 tons. Sailings will be made from Quebec every three weeks beginning on or about January 6.

In the last few years the Industrial and Trade Bureau of Greater Quebec has strongly encouraged winter navigation on the St. Lawrence; its efforts have apparently met with a good deal of success. The transatlantic winter service should provide a new avenue of trade for exporters and importers located in areas that could benefit from shipping through the Port of Quebec.

Quebec Terminals Limited of Quebec City will act as agents for the new service.

Greece

SHIPPING TO CANADA—With the opening of the St. Lawrence Seaway, the number of shipping companies operating regular schedules between Canadian ports and Greek, Israeli, and Turkish ports in the Eastern Mediterranean has now been increased to seven. These include the Canada Levant Line, Niagara Line and Concordia Line Great Lakes Service (Canadian); American Export Lines (U.S.); Zim Lines (Israeli); Fraissenet & Cadre (French); as well as the Greek Line (Greek liner *Olympia*), and the National Hellenic North America Line (Greek liner *Queen Frederica*), both of which touch at Halifax. It is expected that the new services will increase Canadian trade with the Eastern Mediterranean—Athens.

MORE SHIPS TAKE GREEK REGISTRY—The last 12 months has seen a steady movement to Greek registry of Greek-owned ships flying flags of convenience. At June 30, tonnage under the Greek flag totalled over 2.8 million gross tons (751 units), a 21.5 per cent increase over January 1, 1959. Greek tonnage laid up at June 30 totalled 733,176 gross tons (145 units).

The trend to registering "at home" is attributed to the "Law on Investment and Protection of Foreign Capital in Greece" (*Foreign Trade,* August 16, 1958, page 36), and the growing awareness of benefits to shipowners under this law. Greek-controlled tonnage under foreign flags, however, is still over ten million gross tons. But as war-built ships begin to be sold for scrap, there is hope in Greece for a limited recovery in tramp freight rates. This should boost the country's earnings from shipping and help to improve its balance-of-payments position—Athens.

Italy

OLD SHIPS TO BE SCRAPPED—During the next two years, some ten billion lire (US$16 million) will be paid to shipowners who scrap ships built before

1945 and replace them with new construction of not less than 75 per cent of the tonnage that is scrapped. It is estimated that, under this scheme, about 400 thousand tons of new tonnage will replace 500 thousand tons of old—Rome.

FIUMICINO AIRPORT—In addition to the 14 billion lire (US$22.4 million) authorized in 1955 for the construction of an international airport at Rome, another 4.15 billion lire (US$8.8 million) will be needed to complete the work. The airport is to be in operation by January 1, 1960—Rome.

Jamaica

DRYDOCK PROPOSED—Two British firms, Smith Docks Company Ltd., and John Howard & Company Limited, are investigating the feasibility of setting up a ship-repairing drydock in Jamaica. Kingston harbour is being considered as a site—Kingston.

New Zealand

HIGHER FREIGHTS FOR NEW ZEALAND MEAT—Freight rates for New Zealand meat to the west coast of North America were raised on August 1, 1959. Rate adjustments include an increase of 17.38 per cent on freight for beef in cartons, 7.5 per cent for beef in quarters and 6 per cent for lamb in carcass—Wellington.

Portuguese East Africa

TRANSIT CARGO—The port of Lourenço Marques now handles more than 5.5 million tons of cargo a year and the port of Beira some three million. More than 70 per cent of this tonnage is consigned to or from the Federation of Rhodesia and Nyasaland or the Union of South Africa. It is, therefore, transit cargo for Mozambique, but it is an increasingly important source of foreign currency for that country.

In 1955 a new railway line was opened to the Federation and this has meant an added one million tons of cargo a year going through the ports. A second $20 million development plan to improve railways, harbours and air transport in Mozambique will be completed in 1964—Johannesburg.

South Africa

MERCHANT FLEET EXPANDS—Two new shipping lines have been established in the Union of South Africa. They are expected to add nine foreign-going ships to South African registry and increase total gross tonnage by almost 80,000. Latest figures show that there are now 23 overseas and 24 coastal merchant vessels on Union registry so that by the end of the year the merchant fleet should total 56 vessels—Johannesburg.

Taiwan

MERCHANT MARINE—The Government of the Republic of China (Taiwan) is currently calling for international tenders for the construction of ten cargo vessels. Of these, three will displace 15,000 tons, three 12,500 tons, two 5,500 tons and two 3,600 tons.

Taiwan's new shipbuilding industry, which launched its first 35,000-ton tanker early this year, is starting work on a larger one. However, ships must still be bought abroad to augment the country's growing merchant fleet—Manila.

United Kingdom

SHIPBUILDING—During the first half of 1959, shipyards in the U.K. received orders for 98,000 tons of shipping, which were almost completely offset by the cancellation of orders for 96,000 tons during the same period. These cancellations and postponements of orders are leading to a number of costly and disruptive gaps in many shipyard schedules. Tonnage under construction at the end of June slumped to 2,033,745, the lowest for three years.

Order-books of British shipyards stood at 4.7 million tons at the end of June, 2.2 million tons lower than two years ago. This represents two to three years' work for the industry as a whole, but the absence of new orders clouds the future.

The United Kingdom is now a net importer of ships. At the end of June, U.K. shipowners had 414,770 tons of shipping under construction in foreign yards; only 220,969 tons under construction in Britain are for export.

The shipyards of several European countries are building more vessels than ever before, and new ship-order inquiries are subject to the fiercest competition. The principal asset of European shipyards is their freedom from strikes and costly interruptions of work caused by wage claims and jurisdictional disputes—London.

Pacific International Trade Fair, Lima

Great interest has been evident in Peru in the plans that Canada is making to participate in the Pacific International Trade Fair at Lima, October 1-18. Canadian businessmen who expect to be in Lima at that time to take advantage of the trading opportunities thus created are invited to get in touch with D. H. Cheney, Commercial Secretary, Canadian Embassy, Plaza San Martin, Lima. Mr. Cheney would like to be in a position to arrange helpful appointments for them.

New Zealand Meat Sales Boom

JOHN MacNAUGHT, *Assistant Commercial Secretary, Wellington.*

IN a little over two years, with the increase in demand for imported beef in the United States, the New Zealand export trade in beef has undergone a spectacular transformation. The effect of the U.S. demand has been felt in all beef and cattle exporting countries, including Canada, Mexico, Australia and Ireland, but nowhere has it had a more direct and far-reaching impact than in New Zealand.

U.S. Sales Soar

In 1958, New Zealand was by a big margin the leading supplier of fresh, frozen and boneless beef and veal to the United States, with shipments totalling about 91,000 tons.[1)] This quantity, the bulk of which was boneless meat, represented nearly a fourfold increase over 1957 figures. Mexico ranked second as a supplier to the United States last year, with 36,900 tons; Canada, with almost the same share of the U.S. market as New Zealand held in 1957, dropped to third place, supplying 26,500 tons. Canada, of course, was also a big meat importer in 1958 and bought about 4,100 tons of New Zealand beef and veal.

In all, 76 per cent of New Zealand's 1957-58 beef exports went to North American markets, compared with less than 1 per cent only two years ago—a revolutionary change. Attracted by high prices and buoyant demand, particularly in the United States, beef has been diverted from the United Kingdom, European and other markets. For example, the chilled beef trade with the United Kingdom has all but disappeared, with total beef and veal exports to that market dropping from nearly 70,000 tons in 1955-56 to only 13,600 tons in the year ended September 30, 1958.

Prices Reach Record

Dollar earnings from sales of meat, mainly beef, in 1958 totalled more than $77 million[2)] and this practically eliminated New Zealand's dollar shortage problem. Gross returns from the sale of meat to the United States climbed almost $55 million[3)] above the previous

1) Source USDA:—Preliminary, Foreign Agricultural Circular, Livestock and Meats, June 1, 1959.

2) *N. Z. Meat Producer.*

3) N. Z. Meat and Wool Board Joint Economic Service.

season. Largely as a result of this, New Zealand's trade surplus with the United States rose from $8.2 million in 1957 to $77 million last year[4].

The unprecedented demand for New Zealand meat boosted the price for good average quality beef from $11.00 per 100 pounds at the beginning of February 1957 to $21.00 on the same date in 1959. This was the highest level reached in the boom period. A slight drop in demand since then has pushed prices down to roughly $17 per 100 pounds at the end of June this year. Total shipments of meat to each of the United States and Canada in the first eight months of the current export season (up to the end of May), have fallen by about 3,000 tons compared with the same period of 1958. Although prices are still at record highs and demand continues to be brisk, the downward movement suggests that future prospects for meat exports are somewhat uncertain.

Meat Movements to Continue

Assessment of future beef prices in New Zealand must take into account trends in production and marketing in the United States. The exceptional U.S. demand for New Zealand beef stemmed largely from the low red-meat production in that country; total U.S. output in 1958 was the smallest since 1954, mainly because of smaller beef herds following the drought and low prices of 1955-56. Although the number of beef cattle is rising, U.S. producers are apparently choosing to keep more of their livestock this year for herd expansion than in any year since 1951.

On the whole, the increase in the 1959 inventory will probably not be balanced by an increase in slaughtering and U.S. prices seem unlikely to weaken before early 1960. In short, domestic production in the United States should not in itself greatly affect demand for imported beef this year. Moreover, substantial meat movements can be expected to continue, despite changes in demand, because trade contracts have been made, refrigerated shipping arranged, and packing plants modified to suit the trade.

End of Boom Seen

Although these factors tend to carry New Zealand's beef export trade along at a good pace, a greater supply of Australian manufactured beef, made available through its exclusion from the United Kingdom-Australian Trade Agreement, is adversely affecting New Zealand's market in the United States. Undoubtedly Australian supplies have contributed significantly to the fall in local cattle prices. On the other hand, New Zealand has less beef for export this season because killings have dropped. Some stock is probably being held back for later finishing, but the rush to sell cull animals in the last two years has meant fewer killings this year. New Zealand farmers are being careful in the selection of suitable boner animals and there is little evidence that breeding stock is being depleted.

The New Zealand meat industry and the Meat Producers' Board, a producer organization, have no illusions about the present situation and future prospects; they know that demand and prices for their products have been abnormally high. During the last year-and-a-half, when New Zealand was facing a balance-of-payments crisis, beef came to the rescue, but officials are now predicting that these record prices will not remain a permanent feature of the New Zealand meat market. At the same time, industry spokesmen are convinced that their beef will find an outlet in the United States for a long time to come.

Cause for Optimism

Two things contribute to this optimism. First, the country's meat export industry has been remarkably successful in adjusting processing and packing methods to meet the requirements of the North American (especially the U.S.) market. Production and efficiency today have reached such a standard that the industry can absorb without serious repercussions significant downward adjustments in price. In short, it is in a position to compete for export markets. Before the 1957 bonanza, packing plants had practically no experience in preparing, packaging and shipping boneless beef. Within two years, however, most of them have modernized their plants and trained staff to prepare the beef, trim it down to 90 per cent visual lean meat, inspect it, and pack it in heavy cardboard cartons lined with polyethylene.

The second circumstance that should operate in New Zealand's favour is that U.S. meat imports have been and are likely to be mostly manufactured beef. Production in the United States tends towards prime beef and though changes in domestic output will affect the demand for imports, the impact may not be as direct and severe as one would expect. Demand in the United States for ground beef for hamburgers, savoury dishes and sausages is growing and this is the market in which New Zealand exporters are primarily interested.

4) *N. Z. Economic Survey, 1959*, Government Printer.

Canadian Exporters to Meet

The Canadian Exporters' Association will hold its sixteenth annual convention at the Seigniory Club in Montebello on October 13 and 14. In addition to the usual business of the Association, members will participate in an Exporters' Clinic to discuss markets, terms, insurance, export financing, shipping, advertising, Canadian and foreign currency problems, traffic, and other topics related to trade. Delegates will also have the opportunity to meet officers of the Department of Trade and Commerce, Ottawa, in informal round-table discussions. Guest speaker at the annual dinner will be the Honourable Howard Green, Secretary of State for External Affairs.

West Germany

Retail Grocers Reorganize

Germany's retail grocers have joined the swing to supermarkets and co-ops to boost efficiency. A number of large purchasing firms have emerged with whom Canadian suppliers of foodstuffs will want to make contact.

E. H. MAGUIRE,
Consul and Trade Commissioner, Hamburg.

WEST GERMANY is streamlining its methods of sale and distribution of foodstuffs with an eye to stepping up efficiency. Canadian exporters of these goods will be interested to learn that individual retailers are lining themselves up in co-operative organizations, self-service shops are coming more and more into vogue, and even North-American-style supermarkets are beginning to appear in some of the larger cities. This is happening in a country where small independent shops have always predominated. The small shops remain, but they are improving their services and are managing to survive against the competition of the big chain stores.

The Voluntary Chains

Small grocers looking for greater efficiency (and business survival) are associating themselves either with retailer-owned co-operatives or with the so-called "voluntary chains"; the latter appear to be the more popular.

Voluntary chains are new to Germany and consist of groups of individual retailers who undertake to purchase a substantial portion of their needs from particular groups of wholesalers. The main object of the voluntary chains is to reap the benefits of pooled purchasing. Efficient advisory services are maintained for bookkeeping, training of staff, shop installations, window displays, etc. It is estimated that 80,000 out of the nation's 230 thousand retail grocers are associated in this manner and that they handle about 40 per cent of the retail trade. There are about 15 voluntary chain groups operating; the head offices of some of the more important ones are:

Handelshof SPAR GmbH
Sued 10
FRANKFURT/MAIN

AFU Kolonialwaren-Werbe- und Vertriebs-GmbH
Kaiserring 38
MANNHEIM

Deutsche VIVO Zentrale
Eschenheimer Tor 1
FRANKFURT/MAIN

Deutsche TIP Handelsorganisation GmbH
Maurerstrasse 1
DUESSELDORF

A & O Zentrale
Englerstrasse 1
OFFENBURG/Baden

Elgro-Werbegemeinschaft des Gross- und Eizenhandels
Hafenstrasse 16
OSNABRUECK

Fachring GmbH
Moeserstrasse 45/45A
OSNABRUECK

Centro-Lebensmittel GmbH
Adolf-Fischer-Strasse 6
KOELN/RHEIN

Co-op Sales High

The retailer-owned co-ops include another 50,000 or so retailers and account for about 30 per cent of retail sales. The most important of these are Edeka, with 37,200 retailers, and Rewe with 12,650. The following are their buying offices for imported goods:

Edeka Import GmbH
An der Alster 52
HAMBURG 1

Rewe Zentralimport GmbH
Jakordenstrasse 3-11
KOELN/RHEIN

Consumer-owned co-ops have a membership of 2,585 thousand, operate 9,178 retail shops, and account for about 10 per cent of retail sales. They have their own purchasing agency which handles about 60 per cent of their needs; its name and address is:

G.E.G.
Grosseinkaufs-Gesellschaft Deutscher Konsumgenossenschaften GmbH
Zentrale
Besenbinderhof 52
HAMBURG 1

Other Groups

Multiple chain stores, so common in North America, account for only about 12 per cent of the total retail trade in groceries. Even these companies are grouped for buying purposes. For instance, the Gedelfi firm acts as central buying agent for most of the foodstuffs for 80 chain-store companies operating some 5,000 stores. Goods are imported by:

Gedelfi Import GmbH
Barbarossaplatz 2
KOELN/RHEIN

Food sections of department stores are responsible for only about 2 per cent of the total retail grocery trade in West Germany, and free-lance retailers account for only about 6 per cent.

North-American-type supermarkets are beginning to appear in some of the larger cities in the south and central regions of the country. They are smaller than their American counterparts; the largest, located in Cologne, has an area of 23,000 square feet, compared with the 100 thousand-square-foot monsters in the United States. Although it is too early to pass judgment, there is a strong feeling in Germany that this type of retail outlet will not become as popular as in North America. The reason for this, of course, is the difference in living conditions and shopping attitudes.

The self-service system is new to Germany but it is developing quickly. In 1950 there were only 39 self-service grocery shops. In 1957 there were 3,183 and an estimated 5,000 by the end of 1958. About 50 per cent of these are owned by individual retailers.

Role of Import Merchants

Not only do the buying organizations listed in this article enter into commitments direct with foreign firms or through resident agents, but they also buy from import merchants in Hamburg, Bremen and Rotterdam. They are prepared sometimes to pay a premium for spot goods, and some consider it safer to purchase from importers rather than do business with overseas suppliers. Lists of importers in Hamburg and Bremen can be obtained from the office of the Canadian Trade Commissioner, 69 Ferdinandstrasse, Hamburg. ●

Portugal Looks Ahead in Pulp and Paper

Recent capital expansion has made Portugal almost self-sufficient in paper production. New paper mills not only meet local needs but produce for export market; some newsprint still imported.

RICHARD GREW, *Commercial Counsellor, Lisbon.*

PULP and paper production in Portugal is on a small scale compared with output in many other countries mainly dependent on imported raw materials. Nevertheless, the industry there has developed considerably during the past five years and is now an important segment of the Portuguese economy.

Production from 1954 to 1957 rose steadily, but declined somewhat in 1958, as these figures show:

1958	1957	1956	1955	1954
(in metric tons)				
78,904	86,665	80,791	65,607	48,319

The decline in 1958 compared with the previous year is more than accounted for by a decrease of 12,500 tons in the production of newsprint. Competition from some of the principal European producers of newsprint was such that the Portuguese product could not meet the imported price.

The general expansion of the paper industry in Portugal is the result of the recent establishment of two new factories, combined with the modernization of some of the older mills. In addition to increasing production, quality has also improved.

The two new mills have both been opened within the past five years. One is located in the north of the country, the other in the south. The former produces kraft pulp and kraft paper, corrugated cardboard, corrugated wrapping paper and newsprint. The newsprint is mainly produced from imported pulp purchased from Norway on a long-term contract in exchange for kraft chemical pulp made in Portugal. This is the only mill turning out newsprint and during the past two years, attempts have been made to use an indigenous pine known as Canary or maritime pine. Approximately 400 tons of local pulp have been produced by this process. However, because this type of pine is used to some extent in the manufacture of other kinds of paper and in the lumber industry, there is not enough to meet all needs and the import of pulp for newsprint is likely to continue.

Although some local pine is used in the manufacture of paper other than newsprint, the principal raw material is eucalyptus, in ample supply in the country.

The other new factory, situated in the south, produces pulp, kraft paper, corrugated cardboard and

wrapping paper. The principal raw material is cereal straw, especially wheat straw.

As the following table indicates, production in 1958 covered a fairly extensive range of paper products:

Types of Paper	Metric tons
Printing papers	5,635
Newsprint	12,430
Extra-fine	1,400
Coarse wrapping	13,792
Kraft	18,936
Kraft for bags	4,505
Writing	8,525
Coloured and poster	2,014
Paperboard	2,907
Cardboard and corrugated cardboard	7,277
Others	1,483
Total	78,904

Newsprint Imports Rise

Over the past four years, imports generally have declined. Last year, however, the lower price of imported newsprint from several European countries, against which local newsprint could not compete, resulted in a considerable rise in newsprint imports and total imports of all types of paper were the highest since 1955. The following table shows, however, that with the exception of newsprint, imports of the different classifications generally declined.

PORTUGUESE PAPER IMPORTS

Type of Paper	1958	1957	1956	1955	1954
	(Metric tons)				
Blotting paper	33	38	41	70	33
Cardboard and paperboard	2,855	3,007	2,183	1,913	1,826
Cigarette papers	62	36	73	105	119
Newsprint	8,573	5,411	8,375	14,736	12,080
Coated paper	467	521	357	366	271
Kraft	144	36	34	103	168
Greaseproof	771	802	770	636	607
Others	470	387	431	566	374
Total	13,375	10,238	12,264	18,495	15,478

Compared with 1957, the big drop occurred in newsprint. On the other hand, output of coarse wrapping paper rose; market vendors and small retailers prefer this type because the paper is heavy and the weight of it is included when merchandise is sold by weight. For sanitary reasons, efforts are being made to curtail the use of this type of paper for packaging, especially food, and the use of kraft paper is being encouraged.

The most important import after newsprint is cardboard and paperboard. As new local production begins during the current year, it is expected that imports will start to decline steadily for the next few years. In order of importance, the principal supplying countries are the United Kingdom, Sweden, Germany, the Netherlands, and Norway.

Small Export Trade

Despite the relatively small production of paper in Portugal, an average of 14 per cent has been exported during the past four years. Since 1954 exports have been:

1958	1957	1956	1955	1954
(in metric tons)				
11,714	10,026	11,015	10,008	3,082

The principal export is kraft paper, followed by printing paper and newsprint; newsprint exports vary somewhat, depending on world conditions. In 1957, they totalled 5,000 tons, all of which went to France. Figures are not yet available for 1958 but it is believed that the quantity is considerably smaller.

The overseas provinces of Portugal offer small prospects for a large volume of exports because of the high degree of illiteracy among the native population and the relatively low purchasing power.

The principal markets for Portuguese printing and kraft paper are, in order of importance: Germany, United Kingdom, Portuguese Overseas Provinces, France, Belgium and Holland.

Production Increase Forecast

No official figures are available on local consumption but is is estimated that it amounted to 80,565 metric tons in 1958 compared with 86,877 in the previous year. On a per capita basis, consumption is estimated at 19.8 lb. in 1958 and 21 lb. in 1957. Despite the 1958 figure, it is probable that over future years consumption will increase steadily and that not only investments already made but additional capital outlay will be justified.

In recent years Canada has not entered the Portuguese market for paper to any degree, although during the years after the war when newsprint was in short supply, some shipments were made. Larger local production, dollar shortages and the increased availability from European countries have all contributed to the falling-off in Canadian sales.

Trading Corporations in Communist China

The Canadian Trade Commissioner in Hong Kong has just forwarded to us a revised list of the names and addresses of the Chinese State Trading Corporations. Readers who would like to have a copy of this list should write to the Editor, "Foreign Trade".

Trade Commissioners at Work

What are the duties of a Canadian Trade Commissioner stationed abroad? How does he help to represent Canada and assist the Canadian businessman? From time to time we plan, through pictures, to show Trade Commissioners carrying out the varied assignments that foreign service provides.

1

2

1 **Representing Canada on special occasions** brings variety to the Trade Commissioner's daily routine. These events can also provide welcome publicity for Canada and its world trading activities. Here the Commercial Counsellor in Brussels, Belgium, (on the Captain's left) takes part in a brief ceremony marking the first shipment of window glass, made in Zeebrugge, direct to Canada from the Port of Zeebrugge.

2 **Celebrating Canada's National Day** is a "must" at all foreign posts and usually a large reception is given. This photograph was taken on July 1 in Lima, Peru, during the reception at the Canadian Embassy. Talking with one of the guests, the Peruvian Minister of Foreign Affairs (centre), are the Canadian Ambassador (right) and the Commercial Secretary (left).

3 **Keeping an eye on shipments of Canadian goods,** as the Trade Commissioner in Leopoldville, Belgian Congo, is doing here, helps to prevent damage to goods and sometimes suggests ways to improve shipping or handling.

4 **Promoting goodwill and encouraging trade** between Canada and the country in which he serves takes much of the Trade Commissioner's time. Here M. R. M. Dale, Trade Commissioner in Cape Town, (second from left) attends a luncheon sponsored by the Canadian-South African Businessmen's Association.

3

4

Businessman's Bookshelf

The International Executive

The Foundation for the Advancement of International Business Administration. Quarterly, about 55-60 pages. $15.00 a year.

THE businessman will find *The International Executive* a valuable short-cut in his attempt to keep abreast of important developments in international business. In order to afford a complete reading, digest and reference service, the staff of the magazine checks current books and nearly 175 periodicals for material pertaining to international business operations.

The Winter 1959 issue features fifteen concise 800-word digests of books and articles on important subjects, ranging from foreign advertising, the capital market in Australia, and labour problems in India, to public relations in Canada. Eminent professors, widely recognized businessmen, and ranking government officials are included among the authors. An editorial ponders the controversial question of taxation of foreign source income from both a government and business viewpoint. Concluding the issue is a reference guide to articles and books for the executive who does business abroad.

Order from: The International Executive, P.O. Box 104, Riverdale Station, New York 71, New York.

Loans at Work

International Bank for Reconstruction and Development. 40 pages. Free.

THIS booklet gives an illustrated survey of the many projects in all parts of the globe receiving development loans from the World Bank.

Founded in 1947, primarily to aid reconstruction in Western Europe, the Bank has expanded to the point where today it has made 228 loans to 49 nations. Its gross total of commitments on March 31, 1959, exceeded $4.3 billion.

Through maps and pictures, this booklet shows just where and how these development loans are being used. India has been the largest borrower: the Bank is committed to loans of over $507 million to that nation. But loans in Europe amounting to $1,268 million slightly exceed the total amount invested in Asia. The largest single loan the Bank has made is an $80 million one to help construction of the giant Kariba Dam on the Zambesi River in Northern Rhodesia.

The most recent loan is to the Brazilian Traction Light and Power Co. Ltd. In June it received $11.6 million to finance its plans for expansion in the Rio de Janeiro, Sao Paulo and Santos regions of Brazil.

Order from: International Bank for Reconstruction and Development, 1818 H Street, N.W., Washington 25, D.C.

The Structure of British Industry

Duncan Burns, Editor. National Institute of Economic and Social Research. Vol. I, 403 pages, $7.65. Vol. II, 499 pages, $8.50.

THESE two volumes give an up-to-date description and analysis by leading professional economists of Britain's more important and interesting industries. Volume I covers agriculture, building, road and rail transport, coal, oil, chemicals, steel, building materials, and machine tools. Volume II covers motors, aircraft, shipbuilding, electronics, cotton and rayon, woollens and worsteds, man-made fibres, pottery, pharmaceuticals, and cutlery. In each of the 19 industries covered, the structure of the particular industry is stressed rather than its part in Britain's general industrial structure.

In general, discussion centres around the number, size and inter-relations of the units within each industry, and their relation with industries overseas and with the Government. Areas that are commonly examined include criteria of efficiency, restrictive practices, technical progressiveness, and problems of capital formation. For example, in discussing the chemical industry the contributor suggests why it often pays one firm to produce a wide variety of products. In the machine tool industry, the author emphasizes that a significant factor in the weaknesses of this "problem" industry has been the exclusive distributing agency. In other problem areas, such as electronics and man-made fibres, the Government is criticized for its anti-monopoly treatment of them. The findings in this study suggest that in both these industries there is much more effective competition than the outside observer might believe.

This study should prove to be helpful to the Canadian businessman, particularly if he is engaged in one of the areas covered. For the interested reader, it presents a summary of industrial conditions in one of the world's more mature economies—and without burdening the layman with technical jargon or masses of statistics.

Published by: Cambridge University Press (Canadian representative, Macmillan Co. of Canada, Ltd., 70 Bond Street, Toronto, Ontario).

The Role of Middleman Transactions in World Trade

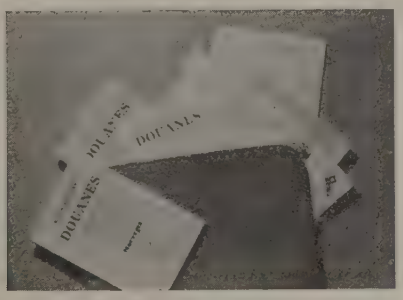
by Robert M. Lichtenberg. 86 pages. $1.50.

AN analysis of merchandise transactions between five world areas for the four years 1950-1953 shows a pattern of divergence between the statistics compiled by buying and by selling countries. For example, the United States and Canada as a trading zone consistently bought more from the sterling area, Latin America, and Eastern Hemisphere countries outside the EPU than the latter groups of countries reported exporting to them.

In an attempt to explain the divergences between the merchandise trade records of buying and selling counties, R. M. Lichtenberg, under the auspices of the National Bureau of Economic Reseach, Inc., studied the role of the middleman countries in world trade. After measuring the magnitude and concentration of middleman trade, the author tests the hypothesis that middleman trade seriously limits the usefulness of trade and payments records for various types of economic analysis.

Lichtenberg's thorough analysis makes rigorous yet rewarding reading. His contribution will assist in the development of a straightforward approach to the reporting of re-export trade and thereby improve the recording and interpretation of statistics on the direction of trade and payments.

Published by: National Bureau of Economic Research Inc., 261 Madison Avenue, New York 16, N.Y.



Trade and Tariff Regulations

South Africa

REPRESENTATIONS RESPECTING THE TARIFF—The South African Board of Trade announced recently that it had received the following representations respecting the tariff:

Increase in duty on:

1. Polyvinyl chloride, artificial and synthetic resin and preparations thereof, from free of duty to 7½d. per lb. or 30 per cent ad valorem, whichever is the greater, in the intermediate column; and 10d. per lb. or 40 per cent ad valorem, whichever is the greater, in the maximum column.
2. Vee fan belts for tractors, from free of duty to 20 per cent ad valorem.

Withdrawal of the rebates on:

1. Polyvinyl chloride, artificial and synthetic resin and preparations thereof under Item 721.

Canadian firms exporting these goods to South Africa may wish to have their views on these tariff inquiries placed before the Tariff Board. The most effective method of doing so is for the Canadian exporter to have his South African agents act on his behalf before the Board. Action should be taken as soon as possible, because tariff inquiries normally begin in South Africa soon after the announcements are made.

Syria

SOME IMPORTS CONTROLLED AND PROHIBITED—In a decree dated May 11, 1959, the Ministry of Economy of the Syrian Region, United Arab Republic, issued new regulations concerning certain imports, in view of the possibility of such commodities being supplied by the Egyptian Region. The new regulations announced in the decree are as follows:

All imports of tires made in Egypt of the classes and sizes given below is prohibited. The tires affected by this provision include: 13 x 590, -640, -900; 14 x 520, -550, -640, -750, -800; 15 x 550, -560,

-590, -640, -670, -710, -760, -820; 16 x 500, -525, -600, -650, -700, -900; 20 x 750, -825, -900; 120 x 1000, -1100.

Tires of a class not made or made only in limited quantities in Egyptian plants—such as agricultural and industrial double-thread nylon, dillon or metallic tires for heavy loads, as well as motorcycle and bicycle tires —may be imported without restriction.

The prohibition on the import of manufactured articles made of plastics and other similar materials —such as clothing, suitcases and satchels, pipes or tubes up to three millimeters in diameter for the industry—is to remain in effect, except for casein, celluloid and bakelite slabs, medical equipment and articles for technical purposes, and other essential instruments authorized by the Ministry and that do not exist or are not manufactured in either of the two Regions.

IMPORTS OF AGRICULTURAL MACHINERY REGULATED—By a decree dated April 30, 1959, the Ministry of Economy of the Syrian Region, United Arab Republic, announced regulations concerning the import of agricultural machinery, the fixing of rates of profits thereon, and the ensuring of a proper supply of spare parts for such machines and equipment.

Under the new regulations, no one may import agricultural tractors, reapers and threshers unless he has direct agencies in the Syrian Region. Import agents for agricultural machines and equipment shall open branches of their own, appoint sub-agents, and keep them supplied with all necessary spare parts. Import agents shall also open repair shops on their own account or on the account of their sub-agents. The maximum rates of profit allowed to agents on their cash sales, based on the c.i.f. price, shall be 20 per cent ad valorem on agricultural machines and equipment and 40 per cent ad valorem on spare parts. Each application for import shall include a certain quantity of necessary parts, equal to 15 per cent of the total value of the machines and equipment covered by the application. Import agents shall file with the Directorate of Domestic Trade at Damascus and with the local Services of Economy a statement showing price of the imported goods, accompanied by original invoices and other vouchers, and will be given an official receipt for such statement. They shall, in addition, post the prices in a conspicuous place easily seen by the purchaser.

The agricultural machinery and equipment affected by this regulation are: tractors; ploughs; sowing machines; hoes and harrows; land-levelling equipment; fertilizer spreaders; drill-ploughs; other soil preparation equipment; reaping, threshing, harvesting equipment, including combines; all types of motors; pumps; machines and apparatus of all types for disease fighting farm air compressors; other machinery; necessary spare parts.

Trinidad

DOLLAR RESTRICTIONS LIBERALIZED—The Government of Trinidad has announced that, effective September 1, 1959, an Open General Licence has been issued for the import of goods from the dollar area with the exception of the following, for which an individual import licence is required:

Poultry (live)
Poultry, killed or dressed, fresh, chilled or frozen
Eggs
Rice, all kinds
Citrus fruits, fresh; plantains, bananas, guavas, coconuts, fresh, whole or desiccated
Fruits preserved and fruit preparations, the following: citrus, guava, coconuts
Arrowroot, farinaceous starches and starch preparations not containing added sweetening matter
Oilseed cake and meal and other vegetable oil residues
Commercially mixed meals ("balanced ration") for farm animals
Margarine and shortenings
Beer and stout
Oilseeds, oil nuts and oil kernels
Synthetic rubber, raw
Coconut seeds for planting
Petroleum, crude and partly refined
Petroleum products
Animal oils and fats
Vegetable oils
Oils and fats processed, and waxes of animal or vegetable origin
Pigments, paints, varnishes, distempers and related materials, other than printers' ink, artists' colours, putty and ships' bottom composition
Essential oils, perfume and flavouring materials
Soaps and cleaning preparations other than soft soap and medicated soaps
Scouring powders and soap containing mineral substances, used for cleaning hands, kitchen utensils
Fertilizers, manufactured
Articles made of pulp, of paper and paperboard including: cardboard boxes and other containers of paper or cardboard, paper bags, envelopes, drinking straws, exercise books, registers, albums and other manufactures of writing paper
Leather
Textile yarn, threads and fabrics, natural or man-made
Cotton fabrics
Fabrics of synthetic fibre and spuns; textile fabrics other than cotton
Tulle, lace, ribbons, etc.
Household linen
Made-up curtains, draperies and made-up household articles of cotton and other textile materials
Coir mats and matting; straw, raffia and vegetable fibre manufactures
Cement
Manufactures of fibreglass
Glass bottles and containers
Fibreglass
Jewellery and other goods containing gold, including imitation jewellery

Steel tubes and fittings, welded or drawn
Pipes and fittings, cast
Ordnance
Taps, traps and valves for controlling gases, liquids or vapours
Metal containers
Flexible tubing and piping wholly or mainly of metal
Welding machines
Pumps for liquids (all kinds) including petrol and oil-measuring pumps
Lifting, hauling and transporting machinery, the following: hoists, pile-drivers, dredging equipment, winches and pulleys
Oil-mining machinery including well-boring machinery and plant, and separators for separating oil from mixtures of oil and water
Air-conditioning and refrigerating equipment
Gas and chemical plant; centrifugal drying and separating machines, other than of a kind used for domestic purposes; compressors and exhausters, air and gas
Cocks and valves, liquid flow regulating
Valves and transistors
Meters
Electro-medical apparatus and parts thereof
Piezo-electric resonators and oscillators and parts thereof
Piezo-electric plates, bars and rods, mounted or unmounted and parts thereof
Road motor vehicles and parts other than motorcycles and parts
Aircraft of an all-up weight of over 4,500 lb.
Ships and boats
Furniture and fixtures
Clothing, except fur, leather and rubber clothing
Photographic and cinematographic apparatus, appliances and supplies of all kinds and parts thereof, other than cameras, still (complete) of a value not exceeding $36 each (f.o.b. W.I. currency)
Films, cinematograph or photographic exposed
Film scrap and waste
Press photographs
Printed commercial publicity material and calendars
Prepared ornamental articles
Buttons and studs of all materials except those of precious metals
Articles of plastics
Office machinery
Gold

Turkey

NEW EXCHANGE RATES FOR EXPORTS—Information received by the Commercial Counsellor, Athens, Greece, from Istanbul, reports alterations in the exchange rates for Turkish exports. According to the information, the Minister of Finance of Turkey announced a number of changes in the export exchange rates as follows (former rates in brackets): tobacco and opium, T£15.68=£1 sterling (T£13.72); sultanas, figs and filberts, T£25.20=£1 (T£15.68); copper, T£25.20=£1 (T£13.72). The new rates are expected to make these Turkish products more competitive in world markets and to increase sales considerably.

The effect of the amendment is to increase the dollar export rates of exchange as follows: for tobacco and opium, from T£4.90 to T£5.60 to the U.S. dollar; for sultanas, figs and filberts, from T£5.60 to T£9.00 to the U.S. dollar; for copper, from T£4.90 to T£9.00 to the U.S. dollar.

Uganda

RELAXATION OF DOLLAR RESTRICTIONS—The Director of Trade, Uganda, announced on June 23, 1959, that import licences are required for the following goods when imported from the dollar area:

Butter, margarine and shortenings, including vegetable and animal ghees
Other edible oils and fats
Cereals and cereal products (excluding rice, breakfast foods and alimentary pastes)
Beet and cane sugar, glucose and syrups
Cotton fabrics (piecegoods) bleached
Cotton fabrics (piecegoods) dyed in the piece, excluding khaki drill
Cotton fabrics (piecegoods) printed, excluding khangas
Jute and sisal bags and sacks
Fabrics of jute, including hessian and twine
Gold, gold ore, including partly worked gold and gold coins
Silver, including ores
Platinum, including ores
Jewellery (but not imitation jewellery)
Motor vehicles and spare parts
Ex-military vehicles
Aircraft and parts thereof
Matches
Firearms and ammunition
Cement
Air-conditioning machines, self-contained, comprising elements for cooling, control of humidity, cleaning and circulating of air (excluding domestic units)
Centrifugal drying and separating machines, other than of a kind used for domestic purposes
Compressors and exhausters, air and gas
Dredging equipment
Gas and chemical plant
Lifting, hauling and transporting machinery, the following: hoists, winches, pulleys
Oil-refining plant
Pile-drivers
Pumps of all kinds, including petrol and oil-measuring pumps, other than of a kind used in motor vehicles, ships, boats or aircraft or for domestic purposes
Refrigerators and refrigeration machinery, other than of a kind used for domestic purposes
Separators for separating oil from mixtures of oil and water
Welding machines
Well-boring machinery and plant
Cocks, taps, traps and valves for controlling gases, liquids or vapours
Flexible tubing and piping, wholly or mainly of metal
Petroleum and shale oils, crude and refined (other than lubricating oils, waxes of all kinds including mixtures of waxes, wax residues, petrolatum and greases)

United States

TARIFF COMMISSION INVESTIGATION OF FLUORSPAR—In accordance with Senate Resolution 163 of the 86th Congress, adopted August 21, 1959,

the United States Tariff Commission has instituted a general investigation of the fluorspar industry under the authority of section 332 of the Tariff Act of 1930.

A previous investigation of the fluorspar industry under the authority of section 332 was instituted on August 18, 1954, in accordance with a resolution of the Committee on Finance of the United States Senate. A report of the results of that investigation was made on June 6, 1955.

Senate Resolution 163 directs the Commission to make a further investigation along the lines of the previous one, and to submit a supplemental report to the Congress on or before February 29, 1960, bringing the 1955 report up to date. Section 2 of the resolution reads as follows:

> "The said supplemental report of the Tariff Commission shall include specific findings of the Commission with regard to the current condition of the fluorspar mining industry and as to what additional import restrictions, if any (by way of increased duties or import quotas, or both), need to be imposed upon articles dutiable under paragraph 207 of the Tariff Act of 1930 in order that fluorspar mining operations in the United States may be conducted on a sound and stable basis. The Commission shall also determine what action, if any, should be taken to correct the disparity in the existing rates of duty."

Public hearings at which all interested parties will be given the opportunity to appear and to be heard will be held in connection with the current investigation in the Hearing Room of the Tariff Commission, Eighth and E Streets N.W., Washington, D.C., beginning at 10 a.m. on December 15, 1959.

Interested parties desiring to appear and be heard should notify the Secretary of the Tariff Commission, in writing, at its offices in Washington at least five days before the opening date of the hearings.

Fluorspar is dutiable under United States tariff paragraph 207 at $2.10 per ton if it contains over 97 per cent calcium fluoride, and at $8.40 per ton if it does not.

TARIFF COMMISSION INVESTIGATION OF LEAD AND ZINC—In accordance with Senate Resolution 162 of the 86th Congress, adopted August 21, 1959, the United States Tariff Commission has instituted a general investigation of the domestic lead and zinc industry under the authority of section 332 of the Tariff Act of 1930.

A previous investigation of the lead and zinc industry under the authority of section 332 was instituted on July 29, 1953, in accordance with resolutions of the Committee on Finance of the United States Senate and the Committee on Ways and Means of the House of Representatives. A report of the results of tha investigation was made on April 19, 1954.

Senate Resolution 162 directs the Commission t make a further investigation and to submit a supple mental report to the Congress on or before March 31 1960, bringing the 1954 report up to date. Section 2 of the resolution reads as follows:

> "The said supplemental report of the Tariff Commission shall include specific findings of the Commission with regard to the current condition of the lead and zinc mining industries and as to what additional import restrictions, if any (by way of increased duties or import quotas, or both), need to be imposed upon articles dutiable under paragraphs 72, 77, 391, 392, 393, and 394 of the Tariff Act of 1930, on zinc fume or zinc flue dust dutiable under paragraph 214 of the said tariff act, on zinc wire dutiable under paragraph 316(a) of the said tariff act, on zinc engravers' plates dutiable under paragraph 341 of the said tariff act, and on zinc alloys and lead and zinc mill products dutiable under paragraph 397 of the said tariff act, in order that lead and zinc mining operations in the United States may be conducted on a sound and stable basis."

Public hearings at which all interested parties will be given the opportunity to appear and to be heard will be held in connection with the current investigation in the Hearing Room of the Tariff Commission, Eighth and E Streets N.W., Washington, D.C., beginning at 10 a.m. on January 12, 1960.

Interested parties desiring to appear and be heard should notify the Secretary of the Tariff Commission, in writing, at its office in Washington at least five days before the opening date of the hearings.

Information on the current tariff and/or quota treatment of the lead and zinc under investigation is available from the International Trade Relations Branch.

Swedish Firm Exhibits in Moscow

LAST June, LKB-Produkter of Stockholm became the first company in the Western World to arrange an exhibition of scientific and medical instruments in Moscow. The firm was invited by the Medical Scientific Academy of Moscow and, according to the Canadian Trade Commissioner in Stockholm, the event proved a great success. Some million kroners' worth of appliances, which includes those displayed at the exhibition, have been sold to the Soviet Union this year and, as a result of the fair, large new orders are expected. LKB-Produkter, owned by 16 big Swedish firms, exports its products all over the world. Its annual sales turnover is reported to total over kr.6 million.

Foreign Commercial Representatives in Canada

ARGENTINA
Washington—Economic Counsellor, Argentine Embassy, 1600 New Hampshire Avenue N.W.

AUSTRALIA
Montreal—Australian Government Trade Commissioner, 1255 Phillips Square.
Vancouver—Australian Government Trade Commissioner, Suite 608, Burrard Bldg.

AUSTRIA
Ottawa—Embassy of Austria, Suite 707, 140 Wellington Street.
Calgary—Consulate of Austria, 31 Hollinsworth Bldg.
Halifax—Consulate of Austria, 6 Young Avenue.
Montreal—Consulate General of Austria, Suite 815-817 Castle Bldg., 1410 Stanley Street.
Toronto—Austrian Trade Delegate, Suite 616, 62 Richmond Street West.
Vancouver—Austrian Trade Delegate, 525 Seymour Street.

BAHAMAS
Toronto—Trade Commissioner, Room 707, Victory Bldg., 80 Richmond Street West.

BELGIUM
Montreal—Consul General of Belgium, 709 Sun Life Bldg.
Toronto—Consul General of Belgium, Room 302, 11 Adelaide Street West.
Vancouver—Consul of Belgium, c/o Consulate General of Belgium, Room 1621, 355 Burrard Street.

BOLIVIA
Montreal—Consul-in-Charge, Consulate General of Bolivia, 5559 Canterbury.

BRAZIL
Ottawa—Brazilian Embassy, 305 Stewart Street.
Montreal—Trade Commissioner, Brazilian Government Trade Bureau, Room 302, 400 St. James St. West.

CHILE
Ottawa—Embassy of Chile, 56 Sparks Street.
Vancouver—Consul of Chile, 1575 West Sixth Avenue.

CHINA
Ottawa—Counsellor, Embassy of the Republic of China, 201 Wurtemberg Street.
Vancouver—Consul General of China, 510 Hastings Street West.

COLOMBIA
Ottawa—First Secretary and Consul, Suite 33, Roxborough Apts.
Montreal—Consul General of Colombia, 1572 Summerhill Avenue.
Toronto—Consul of Colombia, 67 Yonge Street.
Vancouver—Consul of Colombia, 1575 West Sixth Avenue.

COSTA RICA
Montreal—Consul General of Costa Rica, 4753 Lacombe Avenue.

CUBA
Montreal—Cuban Consul, Consulate General of Cuba, 1572 Summerhill Avenue.

CZECHOSLOVAKIA
Montreal—Commercial Section, Czechoslovak Consulate General, 1305 Pine Avenue West.

DENMARK
Ottawa—Royal Danish Embassy, 446 Daly Avenue.
Montreal—Consul General, Royal Danish Consulate General, Room 815, Keefer Bldg., 1440 St. Catherine Street West.
Toronto—Assistant Trade Commissioner, Royal Danish Consulate, 114-118 Danforth Avenue.

DOMINICAN REPUBLIC
Ottawa—Consul General of the Dominican Republic, 20 Bower Street.
Montreal—Consul General of the Dominican Republic, Apt. 4, 3201 Forest Hill Avenue.

ECUADOR
Montreal—Consul General of Ecuador, 1572 Summerhill Avenue.
Vancouver—Consul of Ecuador, 603 West Hastings Street.

EL SALVADOR
Montreal—Consul General of El Salvador, 4972 Victoria Avenue.

FINLAND
Ottawa—Attaché, Legation of Finland, 85 Range Road.

FRANCE
Ottawa—Commercial Counsellor to the French Embassy, 464 Wilbrod Street.
Montreal—Commercial Counsellor of France, 2060 Mackay Street.
Toronto—Commercial Counsellor of France, 185 Bay Street.

GERMANY
Ottawa—First Secretary (Commercial Affairs), Embassy of the Federal Republic of Germany, 1 Waverley Street
Montreal—Consulate General of the Federal Republic of Germany, 1501 McGregor Street.
Toronto—Consulate of the Federal Republic of Germany, 77 Admiral Road.
Vancouver—Consulate of the Federal Republic of Germany, National Trust Bldg., 325 Howe Street.
Winnipeg—Consulate of the Federal Republic of Germany, 424 Wellington Crescent.
Edmonton—Consulate of the Federal Republic of Germany, 11618 100th Avenue.

GREECE
Ottawa—Commercial Attaché (Honorary), Royal Greek Embassy, Suite 110, Chateau Laurier.

GUATEMALA
Montreal—Consul General of Guatemala, 3467 Wilson Avenue.

HAITI
Ottawa—Embassy of Haiti, 140 Slater Street.
Montreal—Consul of Haiti, 3449 Prudhomme Street.
Halifax—Consul of Haiti, 50 Sackville Street.

HONDURAS
Montreal—Consul General, Consulate General of the Republic of Honduras, 5407 Coolbrook Avenue.
Toronto—Vice Consul (Honorary), 3 Nashville Avenue, Apt. 18.
Vancouver—Consul (Honorary) of the Republic of Honduras, 3789 West 50th Avenue.

INDIA
Ottawa—First Secretary (Commercial), Office of the High Commissioner for India, 200 MacLaren Street.

INDONESIA
Ottawa—First Secretary (Commercial), Indonesian Embassy, 275 MacLaren Street.

IRAQ
The Embassy of the United Arab Republic is in charge of Iraqi interests. See address below.

IRAN
Ottawa—Second Secretary, Imperial Legation of Iran, Apt. 404, Sandringham Apartments.

IRELAND
Montreal—Irish Trade Representative (Irish Export Board), 1015 Beaver Hall Hill.

ISRAEL
Montreal—Consul of Israel (Commercial), 1555 McGregor Street.

ITALY
Ottawa—Commercial Attaché, Embassy of Italy, 172 MacLaren Street.
Montreal—Vice Consul and Trade Commissioner, 1524 Summerhill Avenue.
Toronto—Italian Trade Commissioner, Suite 403, 34 King Street East.

JAPAN
Ottawa—First Secretary (Commercial), Embassy of Japan, Room 701, Metcalfe Bldg.
Toronto—Consulate of Japan, 180 University Avenue.
Vancouver—Consulate of Japan, 510 Hastings Street West.
Winnipeg—Consulate of Japan, 301 Tribune Bldg.

LEBANON
Ottawa—Embassy of Lebanon, 105 Springfield Road, Apt. 1.

LUXEMBOURG
Montreal—Consul General of the Grand-Duchy of Luxembourg, 4832 Western Avenue.

MEXICO
Ottawa—Embassy of Mexico, Room 706, 88 Metcalfe Street.
Montreal—Consul General of Mexico, Room 513, Castle Bldg., 1410 Stanley Street.
Toronto—Consulate of Mexico, Room 309, 20 Carlton Street.
Vancouver—Consulate of Mexico, Room 607, Burrard Bldg., 1030 W. Georgia Street.

MONACO
Montreal—Consul of Monaco, Suite 101, 4920 Western Avenue.

NETHERLANDS
Ottawa—Commercial Counsellor, Embassy of the Netherlands, 12 Marlborough Avenue.
Montreal—Netherlands Consulate General, 1103 Castle Bldg., 1410 Stanley Street.
Toronto—Netherlands Consulate General, 159 Bay Street.
Edmonton—Netherlands Consulate, Merit Bldg., 10008 106th Street.
Vancouver—Netherlands Consulate General, 475 Howe Street.

NEW ZEALAND
Montreal—New Zealand Trade Commissioner, Room 609, Sun Life Bldg.

NICARAGUA
Montreal—Consul General, Consulate General of Nicaragua, 3435 Barclay Avenue.

NORWAY
Montreal—Trade Commissioner of Norway, Norwegian Consulate General, 1410 Stanley Street.

PAKISTAN
Ottawa—Commercial Secretary to the Pakistan High Comissioner, 505 Wilbrod Street.

PANAMA
Montreal—Consul General, Consulate General of Panama, 4517 Harvard Avenue.

PERU
Ottawa—Second Secretary, Embassy of Peru, 539 Island Park Drive.

PHILIPPINES

Vancouver—Trade Commissioner, Philippines Consulate, 615 West Pender Street.

POLAND

Ottawa—Commercial Counsellor to the Polish Legation, 362 Stewart Street.

PORTUGAL

Ottawa—Embassy of Portugal, 285 Harmer Avenue.
St. John's—Consulate of Portugal, King's Bridge Court, Apartment 2E.
Halifax—Consulate of Portugal, P.O. Box 355.
Montreal—Consulate of Portugal, 4393 Esplanade Avenue.
North Sydney—Consulate of Portugal, P.O. Box 769.
Saint John—Consulate of Portugal, 4 North Wharf.
Toronto—Consulate of Portugal, 159 Bay Street.
Vancouver—Consulate of Portugal, 1929 West Broadway.

SPAIN

Ottawa—Commercial Counsellor to the Spanish Embassy, 149 Daly Avenue.

SWEDEN

Ottawa—Secretary, Royal Embassy of Sweden, Suite 704, 140 Wellington Street.
Montreal—Trade Commissioner, Royal Consulate General of Sweden, 2055 Bishop Street.
Vancouver—Trade Commissioner, Royal Consulate of Sweden, Dominion Bank Bldg.

SWITZERLAND

Ottawa—Counsellor of Embassy, Swiss Embassy, 5 Marlborough Avenue.
Montreal—Consul General of Switzerland, 1572 McGregor Street.
Toronto—Consul of Switzerland, 100 University Avenue.
Vancouver—Consul of Switzerland, 402 West Pender Street.
Winnipeg—Consul of Switzerland, 200 Blackburn Bldg., 269 Kennedy Street.

THAILAND

Toronto—Consul of Thailand, Suite 600, 199 Bay Street.
Vancouver—Consul of Thailand, 5416 Marguerite Street.

TURKEY

New York—Commercial Counsellor, Turkish Embassy, 551 Fifth Avenue.

UNION OF SOUTH AFRICA

Ottawa—Commercial Secretary, Office of the High Commissioner for the Union of South Africa, 15 Sussex Drive.

UNION OF SOVIET SOCIALIST REPUBLICS

Ottawa—Commercial Counsellor, Embassy of the USSR, 24 Blackburn Avenue.

UNITED ARAB REPUBLIC

Ottawa—Commercial Secretary, Embassy of the United Arab Republic, Roxborough Apts., Apt. 66.

UNITED KINGDOM

Ottawa—United Kingdom Senior Trade Commissioner and Economic Adviser to the High Commissioner, 56 Sparks Street.
Edmonton—United Kingdom Trade Commissioner for Alberta and Northwest Territories, Imperial Bank Bldg., Jasper Avenue.
Halifax—United Kingdom Trade Commissioner for the Atlantic Provinces, 65 Spring Garden Road.
Regina—Office of the United Kingdom Trade Commissioner, Derrick Bldg., Room 207, 2431 11th Avenue.
Montreal—United Kingdom Trade Commissioner for Quebec, 1111 Beaver Hall Hill.
Toronto—United Kingdom Trade Commissioner for Ontario, 119 Adelaide Street West.
Vancouver—United Kingdom Trade Commissioner for British Columbia and Yukon Territories, 540 Burrard Street.
Winnipeg—United Kingdom Trade Commissioner for Manitoba, Saskatchewan, and Northwest Ontario, 504 Main Street.

UNITED STATES

Ottawa—Commercial Attaché, Embassy of the United States, 100 Wellington Street.
Calgary—Consul of the United States, 501 Toronto General Trusts Bldg.
Edmonton—Consul of the United States, 214 Empire Block.
Halifax—Consul General of the United States, Bank of Nova Scotia Bldg.
Montreal—Consul General of the United States, 1558 McGregor Avenue.
Niagara Falls—Consul of the United States, Newman Hill, Falls street.
Quebec—Consul of the United States, 1 Ste. Genevieve Avenue.
Saint John—Consul of the United States, 206 Union Street.
St. John's—Consul General of the United States, King's Bridge Road.
Toronto—Consul General of the United States, 360 University Avenue.
Vancouver—Consul General of the United States, Burrard Bldg., 1030 W. Georgia Street.
Windsor—Consul of the United States, Canada Trust Bldg.
Winnipeg—Consul General of the United States, 402 Tribune Bldg.

URUGUAY

Ottawa—Chargé d'Affaires a.i., the Roxborough Apts., Apt. 32

VENEZUELA

Ottawa—Commercial Attaché, Embassy of Venezuela, Roxborough Apts., Apt. 21.
Halifax—Consul, Room 401, Roy Bldg., Barrington Street.
Montreal—Consul General of Venezuela, 2052 St. Catherine Street West.
Vancouver—Consul of Venezuela, 525 Seymour Street.

THE WEST INDIES, BRITISH GUIANA, AND BRITISH HONDURAS

Montreal—Commissioner for The West Indies, British Guiana, and British Honduras, Suite 460, 2100 Drummond Street.

YUGOSLAVIA

Ottawa—Embassy of the Federal People's Republic of Yugoslavia, 17 Blackburn Avenue.
Toronto—Consul General of the FPR of Yugoslavia, 377 Spadina Road.

The following nominal quotations may prove useful in checking prices. Canadian traders should consult their banks before making any firm commitments.

Conversions into Canadian dollar equivalent and units of foreign currency per Canadian dollar have been made at cross rates with sterling or the United States dollar on the date shown.

Except when buying and selling rates are specified, the mid rates only are quoted. The buying rate is that at which the banks purchase exchange from exporters. The selling rate is that at which banks sell exchange to importers.

When several rates are indicated, the rate applicable depends on the commodity traded. Information on the rate for any specific commodity may be obtained from the International Trade Relations Branch, Department of Trade and Commerce, Ottawa.

Rates used exclusively in non-merchandise trading are *not* included in the table.

For conversion to United States dollar equivalent multiply by 1.04918.

Foreign Exchange Rates

Country	Unit	Type of Exchange	Can. dollar equivalent Sept. 14	Units per Canadian dollar	Notes (See below)
Argentina	Peso	Free	.01148	87.11	(1)
Austria	Schilling		.03684	27.14	
Australia	Pound		2.1369	.4679	
Bahamas	Pound		2.6711	.3744	
Belgium, Belgian Congo and Luxembourg	Franc		.01905	52.49	
Bermuda	Pound		2.6711	.3744	
Bolivia	Boliviano	Free	.00008342	11,987.53	
British Guiana	Dollar		.5565	1.80	
British Honduras	Dollar		.6678	1.50	
Brazil	Cruzeiro	General Category*	.005482	182.4	*Aug. 27 (2)
		Special Category	.002800	357.16	
		Official selling	.05063	19.75	(3)
Burma	Kyat		.2002	4.99	
Ceylon	Rupee		.2003	4.99	
Chile	Peso	Free	.0009060	1,103.75	(4)
Colombia	Peso	Certificate	.1489	6.71	
Costa Rica	Colon	Official	.1697	5.89	
		Controlled free	.1433	6.98	
Cuba	Peso		.9531	1.04921	tax 2%
Czechoslovakia	Koruna		.1324	7.55	
Denmark	Krone		.1381	7.24	
Dominican Republic	Peso		.9531	1.04921	
Ecuador	Sucre	Official	.06354	15.74	
		Free	.05295	18.88	
Egyptian Region, United Arab Rep.	Pound	Official	2.7370	.3654	
		Export account selling	2.0025	.4994	
El Salvador	Colon		.3813	2.62	
Fiji	Pound		2.4064	.4155	
Finland	Markka		.002979	335.68	
France, Monaco and North Africa	Franc		.001944	514.40	(5)
French colonies	Franc		.003888	257.20	(6)
French Pacific	Franc		.01069	93.5	(7)
Germany	D Mark		.2278	4.39	
Ghana	Pound		2.6711	.3744	
Greece	Drachma		.03177	31.48	
Guatemala	Quetzal		.9531	1.04921	
Haiti	Gourde		.1906	5.25	
Honduras	Lempira		.4766	2.10	
Hong Kong	Dollar	Free*	.1658	6.03	*Sept. 4
		Official	.1669	5.99	
Iceland	Krona	Official	.05853	17.08	(8)
India	Rupee		.2003	4.99	
Indonesia	Rupiah	Official rate	.02118	47.21	Effective Aug. 25, 1959
Iran	Rial		.01258	79.47	

*Latest available quotation date.

Country	Unit	Type of Exchange	Can. dollar equivalent Sept. 14	Units per Canadian dollar	Notes (See below)
Iraq	Dinar		2.6688	.3747	
Ireland	Pound		2.6711	.3744	
Israel	Pound		.5295	1.89	
Italy	Lira		.001536	651.04	
Japan	Yen		.002648	377.64	
Lebanon	Pound	Free	.3025	3.30	
Mexico	Peso		.07625	13.11	
Netherlands	Florin		.2521	3.97	
Netherlands Antilles	Florin		.5080	1.97	
New Zealand	Pound		2.6711	.3744	
Nicaragua	Cordoba	Effective buying	.1444	6.92	
		Official selling	.1351	7.40	
Norway	Krone		.1335	7.49	
Pakistan	Rupee		.2003	4.99	
Panama	Balboa		.9531	1.04921	
Paraguay	Guarani	Official	.007812	128.02	
Peru	Sol	Certificate	.03356	29.80	
Philippines	Peso		.4766	2.10	
Portugal & Colonies	Escudo		.03326	30.07	(9)
Singapore and Malaya	Straits Dollar		.3116	3.21	
Spain and Dependencies	Peseta		.01588	62.96	
Sweden	Krona		.1842	5.43	
Switzerland	Franc		.2203	4.54	
Syrian Region, United Arab Rep.	Pound	Free	.2659	3.76	
Thailand	Baht	Free	.04537	22.04	(8)
Turkey	Lira		.1059	9.44	(8)
Union of South Africa	Pound		2.6711	.3744	
United Kingdom	Pound		2.6711	.3744	
United States	Dollar		.953125	1.04918	
Uruguay	Peso	Free	.08700	11.49	
		Basic buying	.6289	1.59	(8)
		Principal selling	.4545	2.20	
Venezuela	Bolivar		.2845	3.51	
West Indies Fed.	Dollar		.5565	1.80	(10)
	Pound		2.6711	.3744	(11)
Yugoslavia	Dinar	Official	.003177	314.76	(8)
		Settlement rate	.001508	663.08	

*Latest available quotation date.

Notes

1. Argentina: Effective Jan. 1, 1959, a single fluctuating exchange rate was introduced. Exports are subject to retention taxes of either 10 or 20 per cent ad valorem under this system.
2. Brazil: exporters receive cruzeiros at official rate plus exchange premiums ranging from 18.70 to 48.64 cruzeiros per U.S. dollar, depending on product.
3. For imports of wheat, newsprint and petroleum, the effective rate of exchange is the official selling rate plus a surcharge of 61.18 cruzeiros.
4. Chile: free rate applies to exports and to imports, except prohibited imports. Chilean importers must deposit local currency in amounts ranging from 5 to 5,000 per cent, depending on product, prior to shipment of goods.
5. France: territory includes Algeria, Tunisia, Morocco, Guiana, Guadeloupe, Martinique.
6. Equatorial Africa, West Africa, Cameroons, Togoland, Somaliland, Madagascar, Reunion, St. Pierre and Miquelon.
7. New Caledonia, New Hebrides, Oceania.
8. Additional rates are in effect.
9. Portugal: approximately same rate for Portuguese territories in Africa.
10. Barbados, Trinidad, Tobago, Leeward and Windward Islands.
11. Jamaica.

Radio Stations for Export

A Canadian firm that specializes in setting up radio stations—from the first negotiations for a licence through the building of the plant and engaging of staff to the initial broadcast—is finding clients in the Caribbean countries.

O. MARY HILL, *Editor, "Foreign Trade".*

VISITORS to Trinidad seldom fail to notice a radio mast on the outskirts of Port-of-Spain that stretches up 360 feet—the tallest structure on the island. It is the aerial of Radio Guardian, "The Voice of Trinidad", one of the two radio stations in Port-of-Spain, that began broadcasting two years ago.

Radio Guardian represents a "first" for an enterprising Canadian organization that offers a specialized engineering service abroad as well as at home. N. J. Pappas & Associates Co. Ltd., consulting engineers, designs and sets up radio and TV stations, and Trinidad in 1957 provided the year-old firm with its first overseas contract. Today it is working on a second foreign assignment in northern Haiti and is doing preliminary studies for six other projects in the West Indies and South America. It may shortly establish a branch office in the Caribbean area.

Offers Unique Service

Mr. Pappas, who had 16 years of experience in radio and TV engineering behind him when he established his own firm, feels that the unique service he offers has a particular appeal for foreign clients. It begins with market research that finds answers to such questions as how much capital it will take to set up the station, what advertising revenue it can expect, how large a staff it will need, and the probable size of the operating budget.

The next stage is preparing a brief for submission to the licensing authority. The technical brief is usually supported by a "social" brief, setting out the services that the proposed radio station will offer to the community. This social aspect of broadcasting, Mr. Pappas has found, can be one of the stumbling-blocks when the firm undertakes foreign contracts. The Canadian must jettison his Canadian point of view and substitute the local one. That means— and this is Mr. Pappas's own practice—going to the country to meet and talk with people of all classes and become steeped in the social atmosphere. Equally important is dealing with foreign contacts just as one deals with Canadians, without condescension.

Fulfilling the Contract

Once the client has obtained the licence for his station, work on it begins. N. J. Pappas & Associates supplies the complete design "package". It designs the building itself and the antenna, electrical and lighting, air-conditioning and electronics systems. (Sometimes it has a working arrangement with local architects.) It prepares the specifications for tenders and selects the winning ones. It draws up the contracts for power, telephone, etc., in certain cases hires and trains the staff, sets up a budget, and advises on programming.

Equipment for a station abroad comes in part from Canada but some is bought in Britain and the United States; Canadian personnel customarily do the installing. The stations are built to Canadian standards, which may differ from those in Britain and the United States.

Mr. Pappas retained his connection with Radio Guardian, Trinidad, when after eight months of work the station went on the air. He advises on problems such as expansion programs and keeps the management in touch with technical advances in broadcasting.

Naturally, he himself has to visit these overseas projects fairly often; he made four separate trips to Trinidad while the station there was being built. In addition, a Pappas employee from Canada is on the ground during the later stages of construction to oversee the execution of the contract.

Assignment in Haiti

Currently the firm is working on an interesting assignment in northern Haiti. This part of Haiti has few roads and not enough schools in the isolated villages. The Roman Catholic Church is building a 1 kw. AM radio station at Cap Haitien that will send educational broadcasts to the area and help with this problem. Because many of the villages lack electric power, they must have battery-powered equipment for receiving these broadcasts. By next winter the radio station itself, says Mr. Pappas, and also the receiving equipment will be ready for operation. Some of his Canadian contacts recommended the firm to do this job.

One problem that crops up in carrying out this type of work in the Caribbean is the lack of skilled labour. To make up for this, the engineering drawings and specifications must be much more detailed than in Canadian contracts.

Payments? Mr. Pappas has never found them a stumbling-block—and he has never lost a penny. ●

THE CHICAGO PUBLIC LIB.
DOCUMENTS DEPT.,
78 EAST WASHINGTON ST.,
CHICAGO 2, ILL, USA.
11C5550 12-58 FT.S.

The Queen's Printer
OTTAWA

If undelivered return to:
The Queen's Printer, Ottawa, Canada